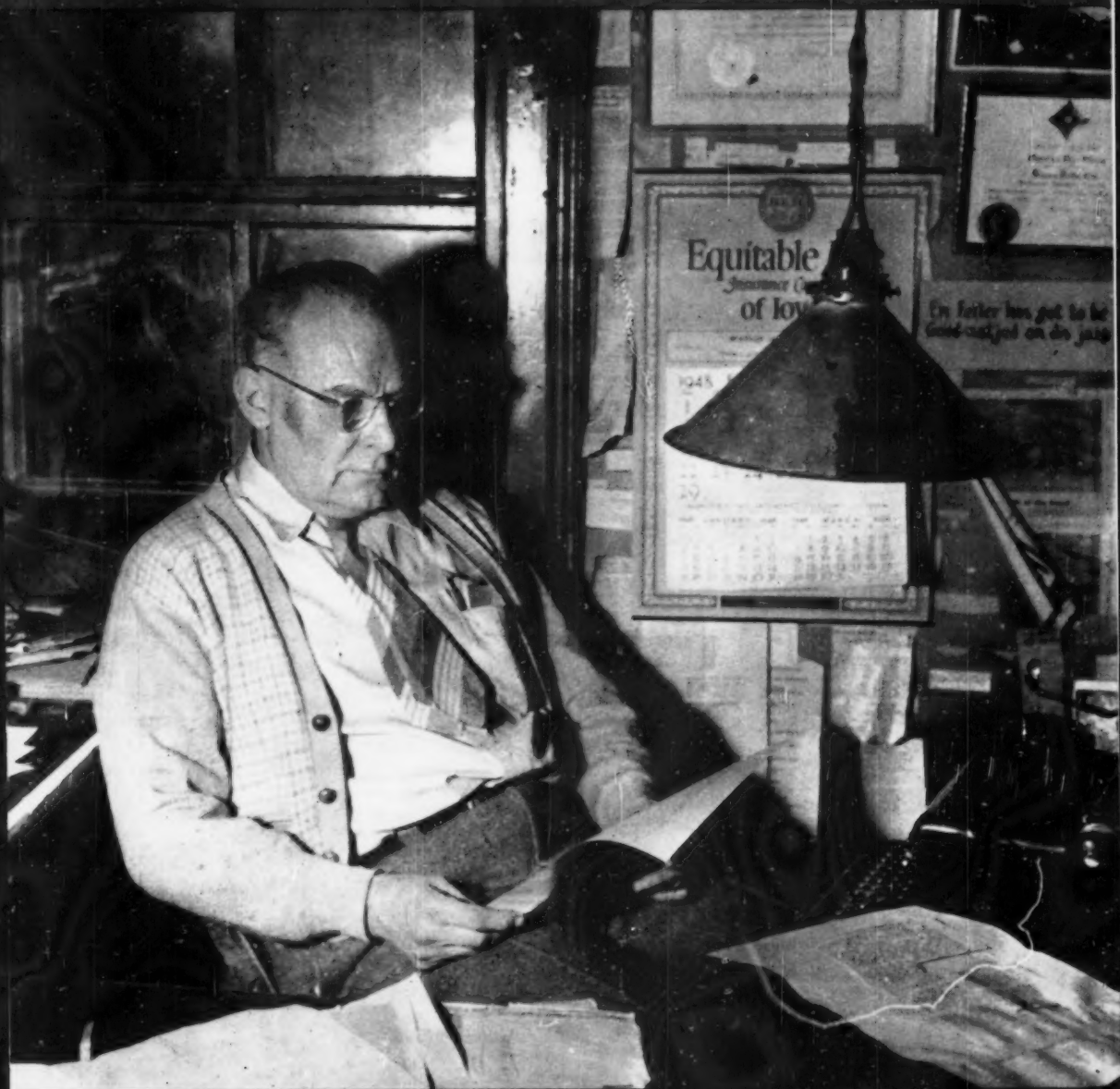


THE QUILL

A MAGAZINE FOR JOURNALISTS



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June, 1949

PRAGUE, February 28—

An important date line in 1948; the day when NBC's Merrill Mueller flashed the first word to the world that the Iron Curtain was enfolding Czechoslovakia. For this notable story, Sigma Delta Chi has honored Mueller with its distinguished service award.

Merrill Mueller is no stranger to important news beats. He covered virtually every phase of World War II—from Munich to Tokyo. As the only radio man permanently assigned to General Eisenhower's headquarters, he reported for NBC the Allied invasion of Europe; predicted and covered the Battle of the Bulge; later turned his view on the Pacific war right up to and including the surrender ceremonies.

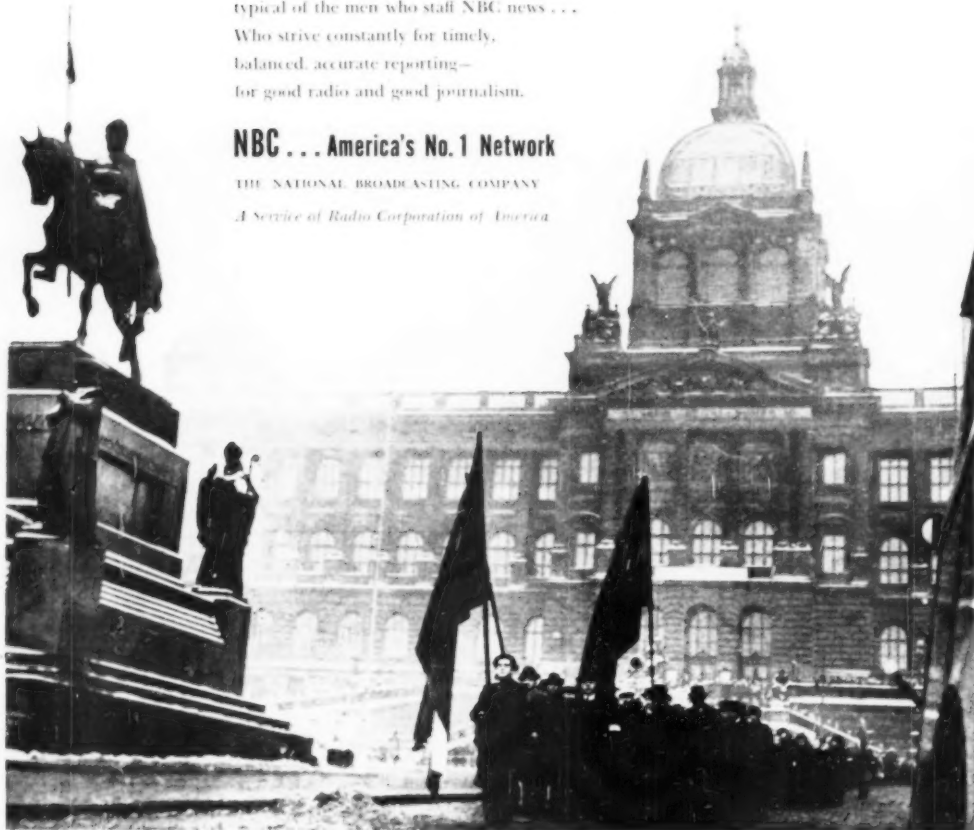
Now chief of NBC's London bureau, Mueller is typical of the men who staff NBC news . . .

Who strive constantly for timely, balanced, accurate reporting—for good radio and good journalism.

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THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXVII

Founded 1912

No. 6

Let Criticism Begin at Home

DISCUSSING the *Editor & Publisher's* proposal for a panel of newspapermen and laymen to meet and discuss a continuing basis for study of newspapers. I commented in this column last February that "appraisal of the press is in the air again." Four months later that comment looks positively naive. Appraisal of the press was not only in the air but it has stayed there.

Bob Brown's panel met in March and the *Editor & Publisher* printed a transcript of discussion by five newspapermen and four educators, the latter members of the original Commission on Freedom of the Press. It made interesting reading for everyone who is concerned with the press as an American institution and journalism as a profession.

Editors and laymen were by no means as far apart in their views of newspaper virtues and sins as some of the shriller cries that greeted the original Hutchins report would have seemed to indicate. They were in less accord on practical ways of channeling appraisal of press performance—who should do it, how far it should go.

The same agreement and disagreement have been echoed since at half a dozen meetings of newspaper groups and in public speeches by newspapermen. Several of the country's best known editors have freely conceded that the press, like any democratic institution, needs continuous appraisal. They have made it plain that they welcome constructive criticism.

In the same speeches, however, they have shown varying degrees of resentment at "self-appointed guardians" of the press. They have warned their audiences that attempts to fix hard and fast canons of "responsibility" threaten the very freedom that makes newspapers invaluable to a democratic society.

The editors could—and some did—point out that despite the current emphasis on press appraisal the American newspaper is better today than it has ever been before. This means its quality of reporting and editing and its sense of public responsibility as well as the more tangible qualities of entertainment and physical appearance. Few would attempt to deny this.

NEWSPAPER management's dislike of outside criticism is partly the natural jealousy of any business for the good name of its product. But it is not that simple. The most individualistic owner will admit the responsibility of his paper to the public. He might even defend news coloration on this basis. And he could justifiably say that such professions as medicine or law, which in theory are not businesses at all, are just as sensitive to lay criticism.

It strikes me that the newspaper owner or editor is right

when he balks at the notion of a critical agency empowered to single out individual newspapers for "disciplining." Freedom is a sensitive plant and it must be remembered that tyranny has more than once sprung from the pious sincerity of thinkers who conceived it their duty to fellow man to impose their particular philosophy on him for his own good.

Recently I heard one of the most astute men in the American newspaper scene suggest that a good way to encourage democracy would be for readers deliberately to seek out and read the newspaper with which they most disagree. He made sense. We all tend to forget that true freedom lies in the willingness to defend an opponent's right to his ideas. We forget that no belief is worth holding until it has been tested by opposition.

Of course it will do the press little good to resent criticism from without. We shall get it whether we want it or not—whether we consider it "constructive" or not. We are much too important to be let go our way without challenge. And we have been quick ourselves—and usually rightly quick—to criticize other professions and institutions. If we dish it out, we must expect to take it.

Too many readers are already under the impression that we cannot "take it." In recent weeks I have had a fine example of this. After the *Chicago Daily News* and the *St. Louis Post Dispatch* had dug up and printed the fact that a number of Illinois newspapermen had been on the Green administration pay roll, half a dozen acquaintances commented: "How come? I thought you guys didn't tell on each other!"

In this case I could afford a certain smugness. I happened to work on one of the papers which first printed the story. What my lay critics didn't know—and I didn't bother to tell them—was that other newspapers were slow to pick up the story.

All of which helps point to the obvious fact that the best way for newspapers to avoid unfair and damaging outside criticism is to get there first with self-appraisal. This course was advocated by several newspapermen speaking in recent weeks. As a profession, journalism has done a certain amount of self-appraisal, but it has on the whole been timid, superficial and usually within the lodge.

Nor will self-appraisal be complete until the experienced rank and file newspaperman has some share in it. He knows, perhaps better than his boss, that many of our sins of commission and omission are not part of any devilish plot against accuracy or fair play. They are simply the unhappy result of trying at times to do too much with too little too quickly. Human failure, under stress, is not quite the same thing as professional failure, from ignorance or indifference.

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Country Newspaper Needs Its Own Voice

Weekly Editor Asks Better Editorial Page

By GEORGE VER STEEG

THE truly good newspapers, from metropolitan dailies down to one man weeklies, have always taken their editorial pages seriously. There are signs that they are taking them even more seriously.

One might cite the organization, within the last couple of years, of the National Conference of Editorial Writers who met not long ago in Louisville, Ky., for some no holds barred sessions. The conference was an outgrowth of the first seminar for editorial writers held by the American Press Institute at Columbia University.

There have been addresses at newspaper meetings and articles in professional and trade publications urging that the editorial writer take stock of himself and his job. Big city papers have more and more sent editorial writers out on actual assignments to learn the facts behind their opinions first hand. (The country editor has had to do this anyway.)

Not long ago I had a talk with a young graduate of a well known school of journalism. I admitted frankly that a lot of thinking newspaper people were not happy about many of the sheets—particularly the country papers—now being printed. When we got around to the subject of editorials, he looked down his nose and said: "But aren't a lot of the best minds of the opinion that the editorial page is pretty much passe?"

That made me mad. But then I reflected that he was not typical. Most youngsters have no objection to opinion. In fact, they are full of it, for what it is worth. They'd rather write editorials or, better still, signed columns than report or edit news. And columnists leads to another thing that makes me mad. That is the fact that too many newspapers, from the biggest ones down to the weeklies, are taking too much opinion from too few people.

Of course these are momentous times. No matter where a man lives, he needs to know something of what is going on from Washington, D. C., to Shanghai and he needs intelligent and honest opinion on what it means to him and to his neighbor. Many of the nationally syndicated columnists—the Washington and foreign news experts and others—are able and sincere men. They are worth reading and they should be read.

But among them are also the keyhole artists, the character assassins, the viewers with alarm who keep us in a constant dither. They confuse our thinking and tend to make the thinking that originates at the grass roots level ineffectual and without direction. And I happen to believe that the people have considerable ability to think for themselves and that their thinking, averaged out, is almost always sound.

THE QUILL for June, 1949

A GOOD country newspaper—one with personality—is also pretty sure to have a good editorial page. George Ver Steeg, who describes himself as an Iowa country editor, suggests that even the front pages of the exchanges that come into the shop will tell you whether good editorial pages lie behind them, as good hearts lie beneath honest faces.

George has been preaching better editorial pages for years—and practicing what he preaches. Editor of the Pella, Iowa, Chronicle, he has won two awards for best editorial page in the state, given by Sigma Delta Chi under the sponsorship of Drake University and the University of Iowa. Four times he has taken home the cup given by the Iowa State chapter and sponsored by the Iowa Press Association for service to agriculture. He was a pioneer in editorial backing of conservation.

His personal career is varied enough to make a story book character of a country editor. After attending Central College in Pella, he worked as a postal employe, as a factory foreman, sold gadgets ranging from radios to monuments, became a linotype operator, a contributor to his paper and then its editor. Now in his middle 50's, he was elected to Sigma Delta Chi by the Iowa State chapter.

Like most of his fellow townsmen, George is a descendant of Hollanders who settled Pella in 1847. The motto on his wall in the cover illustration for this issue of The Quill is Yankee-Dutch: "En Feller has got to be goed-natjed on dis jaap." Mrs. Ver Steeg didn't think much of the picture which George describes as one of his "dog house." The editor of The Quill trusts she will forgive him for disagreeing. To the editor it immediately spelled "Cover—country editor at work!"

Grass roots thinking is also diverse enough to offer safety to a democratic way of life that thrives on differences of opinion and freedom of action. Only when ideas can be controlled from one central source do the Hitlers and the Stalins have their day. I suspect we country editors have erred as much or more than any newspaperman in letting the national "thinker" steal our thunder and help regiment the minds of our readers.

We tend to forget that good government—and good living—starts at home, at the town level. We forget that we know our fellow townsmen best and can probably speak more accurately for them and more sincerely to them than someone 1,000 miles away. What's more, the reader can talk right back to us when he disagrees with us. (Which may be why some of us are weak in the editorial page.)

TO the country editor who thinks I am making a mountain out of a molehill, I suggest that he take a more careful look at the exchanges that come each week to his desk. They may give him a better understanding of what I mean when I suggest that many country editors are abdicating their job of leading opinion in their own neighborhood—are forgetting that the nation's opinions start right there.

The exchanges appear each week in the mail and they are old friends. The wrappers are familiar—we know pretty much how the front page will look when we strip off the wrapper. Each front page tells a tale—gives one a look into the shop where it was printed.

Somehow, each paper has a personality,

an indescribable something that radiates from the sheet. Some have it in great degree and in some one finds it only after thorough search if at all. Why do some papers have radiant personality while others are flat and uninteresting? We find ourselves, each week, making a separation, unconsciously consigning to the wastebasket with only a hasty glance at the front page those in which no inspiration can be found and looking over carefully those that have that indescribable something.

Sure, each paper has stories on the front page listing all the events that took place and telling about others to come, country correspondence, the long look backward which the elders so much enjoy, society news, farm news and lastly, and sometimes I think most important of all for the country weekly, that little bit called the local or personal.

All these are indispensable for the country newspaper. The people in our towns love them. The last thing in the world they want to see their home town paper become is a thoroughly modern, streamlined sheet that merely imitates the great daily.

So we discard the papers without inspiration. And why? It came about by slow stages, an evolution. At first, because we were conscious that there was something lacking on the front page, we thumbed through those papers looking for something. Guess what? Sure, the editorial page. We were disappointed—there was no editorial page, or a perfunctory one. And we sensed a close tie-up between the missing editorial page and the lack of

[Turn to Page 8]

Family Men Edit Big Home Magazine



AUTHOR TESTS THE PRODUCT—Family-Life Editor Bob Crossley claims he has taken off 20 pounds since this picture was made in the test kitchen of *Better Homes & Gardens*. Staying out of the kitchen helped.

A STUDENT in the class I teach once a week at Iowa State asked me the other day how smart you have to be to be an editor of a family magazine.

I hated to disillusion him, but I told him the truth. A hard head is more important than what's inside of it.

You can offset the head with a soft heart—we're the hardest-headed bunch of softies you ever saw at *Better Homes & Gardens*—but you can't make a magazine stand up and mean something to three and one-quarter million families if you operate the other way around. I mean with a soft head and a hard heart.

It's that combination of down-to-earth practicality and honest sentiment that's more responsible than anything else for *Better Homes & Gardens'* steady rise in 27 years—meteoric since the war—to sixth ranking among all A.B.C. magazines in circulation, third in advertising revenue per issue, and first among all mass circulation monthlies in total advertising lineage the first five months of this year. And, lest you think this success is all commercial, a recent survey by a competitor shows *Better Homes & Gardens* is more eagerly awaited by its subscribers than any other magazine.

What's the secret? Just three simple rules, hammered into every beginning editor and rehammered constantly into old ones: (1) Will people read it? (2) Can they do it? (3) Will they do it?

This formula, rigidly enforced by Editor Frank McDonough, explains why you can't sell us stories about things that are too technical, too expensive, too diffi-

cult, too regional, too exotic, too sophisticated, too superficial, too specialized, too cynical, or just plain phoney.

It explains why you don't see stories in *BH&G* about Penney and Percy who remodeled an old lighthouse with their bare hands and papa's \$30,000. Or the frolicsome Frobishers (Dad's a "writer") who've holed up in an abandoned wind mill. Or bargain vacations in St. Moritz. Or how to baste a sturgeon in champagne. Or how to live on \$2,400 a year by keeping a goat in the front yard.

ADMITTEDLY it's easier for the magazine to keep its feet on the ground than for some of its contemporaries. The fact that it's published in Des Moines, instead of on Park Avenue, helps its editors avoid a penthouse complex. Most of them live pretty much like their average reader—in "single family detached dwellings"—and that helps too.

Most of them have two children, again like the average *BH&G* reader. Most of them garden a little, grow a few roses, get just as big a backache from mowing the lawn. Most of them paint their own kitchens and do some amateur plumbing. And the women editors and wives of the men try the recipes for dollar stretching meat loaves as eagerly as the little woman in Peoria, Ill.

All this admittedly makes McDonough's job a little simpler. But it doesn't explain the processes of translating how to ideas into down-to-earth inspiration. Even before the war, McDonough, already convinced that two heads are harder than one, had developed a system of "group editing." As the system now operates,

Know What Makes Sense To Readers

By BOB CROSSLEY

each editor is given a free rein to come up with ideas. Then the group editing leash is jerked to test reactions, expand ideas, develop angles, visualize illustrations, evaluate importance, allot space and determine timing.

In April 1945, McDonough had 14 editors, and the magazine had 104 pages. Four years later, it hit a record of 320 pages, and it took only 23 editors to get it out.

The magazine's service formula—"no fiction, no fashions, no foibles"—calls for about twice as many individual features as any other large magazine. Hence article ideas must be kept flowing regularly to the five new five color rotary presses installed since the war.

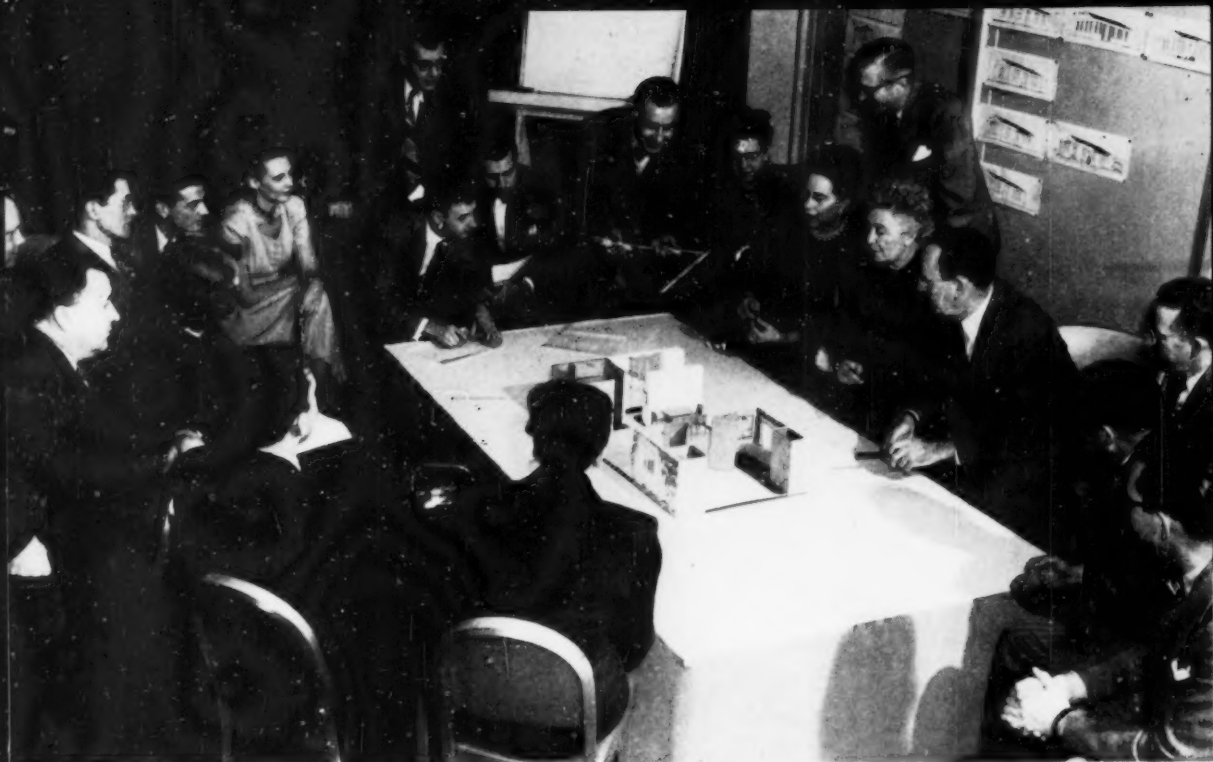
To step up the idea tempo and get them into the magazine while they were still hot, McDonough brought Joe Ratner up from the research department last Fall to be managing editor in charge of subject matter selection. This gave the staff two managing editors, Gardner Soule continuing in charge of subject matter presentation. Their responsibility is equal—Ratner in charge of what goes into the magazine, Soule responsible for the way it's organized, written, and presented.

Both Soule, who developed his knack for simplifying and precision during the war as "officer in charge" of the Navy's Training Bulletin, and Ratner work closely with the editors of five major departments: Building, Foods, Furnishings and Decorating, Gardening, and Family Life—a new department created last Fall because McDonough believes that a home is more than just a house.

BECAUSE the department editors spend a lot of time on the road, each one has at least one technically trained assistant and one or more writing editors, responsible to Soule for the pace and style of the department's copy. Subject matter is tossed up at weekly meetings of each department. Each member suggests ideas he has thought up or received from outside writers.

Ratner sits in to knock off the turkeys and to coordinate the planning of the five departments—to see, for example, that Gardening and Building don't bump heads running after the same story on backyard fireplaces. And it's up to him to keep the editors from taking off on tangents—from turning *BH&G* into a *Town and Country*, *Architectural Forum*, *Esquire*, or *New Republic*.

Once a subject is approved by Ratner at a departmental meeting, it usually winds up in the magazine. The staff works a minimum of six months ahead, and as I write this, early in April, I've just come through the monthly interrogation by the Issue Planning Committee: Ratner, Soule, Art Editor Bert Dieter, and one other edi-



COMMAND DECISION? The ready-room of the *Enterprise*? No, this is group editing in action as the magazine's staff debates a new house plan, complete with model. The apparently retiring individual (above, farthest right) is Frank McDonough, editor.

for taking a turn at sitting in with the committee.

They didn't flash bright lights in my eyes this time, but they put me on the spot to justify every story I proposed for the October issue. Although each department theoretically has a certain percentage of the book, the stories it wants to run must be top-drawer stuff. If they aren't the Issue Planning Committee will give the space to a department that's more closely on the ball.

Despite Dr. Gallup's debacle of last November, McDonough still uses readership surveys as an editorial tool. With figures on nearly every feature run during

the past 15 years, he knows pretty well what to expect from certain subjects, regardless of how they're handled—whether people will read them or not. And, the only safe assumption, he feels, for the editor of a mass magazine, is that nothing's any good unless people read it.

However, no editor finds readership figures being used as a club. They're available for his information. They may save him from going overboard on something, from making a mistake that another editor may have made five years before. If he wants to try a subject out before going ahead with it, he can ask for a pretest by the research department.

SOME writers—those who don't read the magazine as regularly as they should—are surprised when their manuscripts come back marked, "Rejected: No man interest." Somehow or other, they hadn't gotten the word—that *Better Homes & Gardens* is a dual-interest magazine.

Women? It has them in the bag, sewed up with foods, household equipment, furnishings and decorating, and child care. It's the fact that men read its building and gardening and family life articles that give the magazine a big advantage over the strictly woman's magazines. So if you want to crack the magazine as a story market, don't forget the little guy puffering with begonias in the back yard or a band saw in the basement. We're talking to more than 3,000,000 like him every month.

Actually it is a pretty good market for beginning writers—particularly those who are observing and who don't hope to make a living writing sonnets or their autobiography. The Building and Home Furnishings departments are always looking for outstanding small houses and low cost, we did it ourselves remodelings.

Maybe the quickest way to figure out what *Better Homes & Gardens* will buy is to test your ideas or manuscripts against this eight point check-list that each of its editors knows by heart. We're bound to measure your article against it. You can increase your chances of a sale by beating us to the punch.

1. Is the subject matter the kind of material which will appeal to the greatest number of people?

2. Is it possible to do anything as a result of reading this article?

[Turn to Page 20]

THE men and women who edit *Better Homes & Gardens*, huge and still-growing monthly magazine, live the kind of American life described and pictured in its many pages. In short, they know about homes, gardens, decorations and the rest because they are married and have the same kind of homes, gardens and decoration. Robert P. Crossley, author of this article, is one of them.

Bob Crossley has been an associate editor of the magazine since leaving the Navy early in 1946. As director of the family-life department of the editorial staff, he is responsible for all "general" articles, a responsibility that ranges in subject matter from family relations and health to travel and social problems.

Before the war Bob, an Iowa State College graduate and member of Sigma Delta Chi, published the Denison (Iowa) Review, a weekly newspaper which twice won the gold cup awarded by the Iowa State Chapter through the state press association for "service to agriculture." He now lectures at Iowa State on magazine editing and has spoken before the American Press Institute at Columbia University. At Iowa State he edited the Daily Student and the Green Gander.

Iowa Editor Asks Better Weekly Editorial Pages

[Concluded from Page 5]

personality on the front page. Isn't the answer self-evident? In the paper there was no outlet for an expression of community leadership, there was no challenge to be met in serving the community. There was no effort to make the paper anything better than that despised competitor, the throw-away sheet. The paper was a throw-away paper. So we throw it away, too.

Men who attend the state press association meetings have observed the awarding of prizes in various categories. If we had observed closely we would have noted that all of the winning papers had radiant personality—not only was the make-up and appearance excellent but there was something more—there was evidence that the paper had assumed community leadership, and had incorporated the spirit that moved the publisher in his community service, into the sheet. Such papers, almost without exception had a good editorial page or column—a voice through which to address its readers.

I HAVE said that newspaper personality is indefinable—you can't put your finger on the spot and say "this is wrong" or "that is lacking"—you sense it. Perhaps the clue lies in finding a parallel. How do people achieve radiant personality? When you find a man or woman with radiant personality you will find also a person with ideals, a man or woman not absorbed in money making although most always successful, an optimistic person who believes he has the mission of lifting others through contact, not necessarily a studied effort, more likely just a general rule of conduct, a natural assertion of powers God-given or acquired. They exercise influence without apparent effort. Country newspapers can have that quality too.

How shall we get this desirable quality or personality? I do not believe it can be achieved without a good editorial column, the spirit that motivates the column being communicated naturally to the news stories and to the general make-up of the sheet. It goes without saying that every country newspaper cannot have a first-class editorial page. Excellence in editorial writing will always remain comparative, tied directly to the ability of the writer to sense community needs and then convey them to his readers without giving offense or talking down to them.

And no man or woman ever gets more than one or two genuinely new ideas in one week. Perhaps it might better be said that many good writers never get a genuinely new idea. But by reading and by observation any newspaperman can find things to write about that will provoke thought among his readers; stimulate them to think for themselves. I do not mean straddling or evading an issue—I mean taking a stand for something, or as the case may be, against something that is wrong.

As the weeks advance and the years roll on the people of the community, quite naturally, begin to look to the paper and the editorial page for guidance. They acquire a respect for the sheet. And that re-

spect is the certain something every newspaper publisher wants and treasures far more than any other possession. It is the foundation for satisfaction and contentment in the country newspaperman's work. It is the something that breeds newspaper personality.

It is the spark, too, that fires all the employees in the shop to do their very best to keep the standards of the paper high in keeping with the kind of leadership expressed on the editorial page. It's contagious. That's a fine bit of sentiment but I hasten to add one reservation. Do not expect whole-hearted approval of all your efforts in your own shop.

OF late years newspapermen have become victims of circumstances. They have, like everyone about them, set for themselves a tempo of life not exactly in keeping with the deliberative mind necessary for editorial writing. It's hurry, sell, print, enlarge, expand—get the job done that is pressing and sluff off some of the things that take time and study. First thing to be dropped in those circumstances is the editorial column or page. Nearly always this is done with regret and mental reservation to resume the editorial column at the earliest possible moment.

This becomes increasingly difficult as time rolls by and the publisher pushes resumption of the editorial page, and community leadership, farther into the future. Eventually he comes to the conclusion that, because of a bulging purse and no reaction from his readers, his policy is right—that his newspaper is doing the job, that he has no obligation to the community other than the purveying of news and the selling of goods for his advertisers.

The end result is a paper without personality, a sheet welcomed into homes for the news it carries but stimulating no thought in those homes; making no contribution to the welfare of the community, exercising no influence for unity, for tolerance, for good, for uplift—a newspaper that has surrendered its most precious possession.

In desperation and doubtless with a touch of shame, some publishers and editors have taken to running the canned editorials that flood every desk week after week. One of these has been coming to my desk for ten years and I have never, as yet, found inspiration in it. On the contrary it has fired me on a few occasions to go to bat for the very things the sheet condemns.

Then there is another substitute—the political column. It goes without saying that any such column must be written with the tongue in the cheek—the writer will warp the truth for political advantage. And, in his blather, he will have some things that are insulting to readers of opposite political faith. Much better the editor take a forthright stand on his own on the issues when the spirit moves—when he sees an evil needing remedy and wants to get his feelings off his chest.

The third substitute, now widely adopted, is the column. The column has value—there is no doubt of that. It is a proper place for random observations, a place for compliments to deserving people, an

outlet particularly for wit and, occasionally, a vehicle for community service. So far it has not displaced the editorial column or page—rather it has been a fine accompaniment to such a page. Certainly it is much better than no comment at all. Columns do have their place and it is possible they may do the community service job—that depends upon the writer. I am not speaking now of the syndicated columns of the daily press—they have their place too but it is not in the country weekly.

WHAT practical benefits are there to the newspaper from a sincere effort at community leadership and service through the editorial page? Among them are more reader interest, high and constant circulation, strong support from readers and business men and loyalty to both newspaper and town. A newspaper must be a sound business enterprise and it will be the more prosperous, the more sound in proportion to the depths to which its roots go in the community and the genuine interest it has and expresses in the general welfare. That's the practical side.

And now a little on the altruistic side. We live in perilous times. Our hurry and flurry is the result of our confusion. We do not know where we are heading. In many towns newspapermen have no voice of reassurance for the readers—offer no guidance. They do not strive to acquaint their readers with the implications of the atomic bomb and bacteriological warfare. They do not forthrightly condemn the traitors in our midst nor do they try to instill in community thinking the love of our country and of democracy. They neither defend honest conservatism nor speak out against intolerance.

The best way to approach the problem of renewal of an editorial page is to ease into it. Write first one editorial and hang it up under the masthead. Then watch for comment—don't worry, it will come. Then get the feel of the page and add to the column as weeks go by.

How to get ideas? Get them from your friends on the street, at the restaurant counter over a cup of coffee; find them in home town developments, pick them up by observing nature—in the garden is a grand place—find them by the dozens in the daily newspaper press dispatches and in the magazines. Read, inform yourself, study and then pass your ideas on in the simplest language. Make the column just plain everyday you.

Roy Roberts of the Kansas City Star, when dedicating an historical marker to the memory of William Allen White, awarded by Sigma Delta Chi, said:

"He belonged to no class or cult. There is too much writing today by those who set themselves up as interpreters, by men who take a certain slant or by those who belong to a certain school or cult. Mr. White's slant was always just plain Bill White's homey, straight forward thinking. He was a man of great breadth of information and understanding. His writings were always guided by kindness and humor. He was full of sentiment. Disappointment and disillusionment never made him cynical."

We found in that simple tribute inspiration. Every editor has his own corner. He is, in a very real sense the steward charged with guiding the opinions of his neighbors. Tradition makes it imperative that he be the good steward. When he undertakes to publish a newspaper he assumes this responsibility. He cannot evade it.

Cog vs. Wheel

No, Thanks— I'll Stay in Small City

By JAMES H. WRIGHT

I'll stay in small-time journalism, thank you!

"Poor fellow," I can hear young aspirants saying all over the country. "No ambition—stuck for the rest of his life in a small town where there aren't even sidewalks at night, to say nothing of night clubs."

But does my decision doom me to a life of drab and humdrum reporting and editing? I don't think so.

To be sure, working on a small city daily may not offer the thrill and excitement of multi alarm fires, wailing sirens, and contact both with the famous and the infamous that is offered on big time newspapers.

But after all, this excitement will in time wear off. Every fire will be like the one before it, every accident will fall into a definite niche with only the names, dates, and places changed, and a crook is still just a crook.

But it seems that the ambitions and hopes of at least three-fourths of the students of journalism are pointed toward the metropolitan field.

To me, persons with such ambitions are missing the boat on a secure future, a good living and, above all, pleasant work.

Many—if not most—of those journalism students who are aiming at becoming a famed byline reporter in the big city field are doomed to an early and brutal disappointment.

THERE'S the size of the field to be considered right off the bat.

It is obvious there are many times more cities under 100,000 population than above it, yet most journalism school graduates choose to head into the more limited metropolitan field, where competition is very keen for experienced workers.

They overlook or ignore completely the hundreds of papers in smaller cities that need and want competent employees, and are willing to pay to get them. They see instead only the lure of the lights and the glitter of the salaries. They forget or ignore living costs, transportation time and housing conditions.

And they do not choose to glance toward the lines of disappointed young men who are turned aside because they could not make the grade. Instead, the graduates put two strikes on themselves at the start: an overcrowded field with keen competition, and inexperience on their part.

Some of them will reach their goal, to be sure, but by far the greater part will, in my opinion, find themselves only a very small cog on the rim of a big wheel.

THE QUILL for June, 1949



HOW TO MEET PEOPLE AND MAKE FRIENDS—James H. Wright (right), Indiana newspaperman who tells why he'll stay in a small city, looks over a city report with Crawfordsville Mayor Clark D. Jones (left) and Chief of Police Finnis K. Burkhardt.

Personally, I'd rather be the wheel. Let's consider both fields.

IN big time journalism, journalism graduates start as cub reporters when and if openings occur. Some still get their start as copy boys. They are given minor tasks, trusted with answering the telephone, and occasionally are sent out to cover relatively unimportant events or to obtain minor interviews which will appear (if there's space) somewhere between the classified section and the comic page.

Next may come the writing of obits, and many a reporter has spent months and

months writing nothing else but deaths. Later, if he is lucky, he may get a chance at the police beat on someone's day off—provided someone else is off, too.

Little by little he is working into his desired pathway, but he is still a long way from his goal.

When he finally secures a steady beat, he may be on that same beat for years and years. He will become a specialist in his field—and his field is his beat. But that is all he will be equipped to do. And that is all he'll get to do.

He may meet some famous persons—

[Turn to Next Page]

MOST journalism students have their eye on the big time and the byline. James H. Wright, who has had both metropolitan and small city newspaper work, would rather be a small time wheel than a big time cog, however shiny a cog. In this article he tells why. The editor of *The Quill*, who has also had both (in much longer stretches) recommends the article to both old and young readers.

Wright cut his journalistic teeth with a neighborhood newspaper in Danville, Ind., at the age of 13. After being graduated from high school he worked on the Danville Gazette and the Republican before taking journalism at Indiana University. At Bloomington he held various posts on the Daily and was president of the Indiana chapter of Sigma Delta Chi.

Later he was managing editor of the Bloomington Star-Courier before moving west to be news editor of the Fremont (Neb.) Guide and Tribune and returning to report on the Indianapolis Star. He is now night editor of the Journal and Review at Crawfordsville, Ind., pleasant small Hoosier city famed as the home of Gen. Lew Wallace and the site of Wabash College.

Small City: Wheel vs. Cog

[Concluded from Page 9]

again if he is lucky enough. Newspapers in big cities do not usually trust interviews of statesmen and other big shots to anyone but their top reporters—and top rank is not attained in a matter of months.

And if the journalism graduate should head for the copy desk of a big daily, he may remain a copyreader for years, advancing slowly if at all. Many persons have, in fact, died without having ever advanced beyond the rim. It's a worthwhile occupation, true, but hardly the one the bulk of college graduates seek as a lifetime occupation.

ON the other hand, the graduate who goes into small city work can count upon being thrust almost immediately into the thick of things, and having the results of his labor come out on Page 1.

The beginner in the small city field will find himself handling obits one minute, a fire the next, perhaps a robbery later in the day, or even a city council or court story.

He will be given a crack fairly soon at feature stories and personal interviews. He may even be sent to neighboring towns and cities to cover trials, special events, accidents, and a myriad of other happenings.

If there's a pile up on the desk, he may even get a nod from that direction for a few minutes.

Another possibility is that he may eventually take over a column—perhaps the greatest single desire of most journalism school graduates. Perhaps a column in a single paper with only 10,000 circulation may not sound attractive, but it's much better than not having any column at all.

And it's better than batting one's brains out futilely trying to click as a columnist in the big time and become syndicated. That row is almost as hard to hoe as the overcrowded big-time sports field.

For would-be sports writers, too, the small city field has much to offer. It has no baseball teams in the major leagues, but it's entirely possible that some local player may go up to the big time. And look who saw him first!

There will always be sports in a city, regardless of its size, and the sports writer in the small city field will find his days crowded. He will have no chance to be bored. And he must be up on everything, since he will be covering all brands of sports. Furthermore, he will be taken as an authority on sports if he can prove he knows his stuff.

IN short, the journalism student who enters the small city field is sure of a well-rounded day. And he will get experience which will never cease to be of value to him.

Kings and presidents don't very often visit small cities, it's true, but there are other personages who do visit them that are just as important relatively to the town. And it will be the small time worker who gets the interviews and stories.

There may not be a million dollar dock fire in a city of 20,000, but a fire that destroys the home which houses a family of eight will be just as important and probably of more interest to the residents of the city who personally know the family

and the house. And undoubtedly the local story will get the bigger play.

In the small city, the ambulance may not make but two or three emergency accident runs a week, but the victims will be known personally by many, and interest in the story will run high.

To boil it down, there's practically nothin' in the big city that doesn't happen in the small city. It's just on a smaller scale.

And then there's always the fact that big news stories are no respecter of the size of the cities in which they happen. Many big, hot stories have been broken in small cities, and they will continue that way.

A recent example of this was the tragic story of little Kathy Fiscus, who died in an abandoned well. The story was uppermost in the public's mind for four days. The accident could have happened in a big city, but it didn't—and the small city newsman again had his story first.

POLITICS is big business for any newspaperman. And it can be just as big and just as exciting when played on the grass roots level, down next to the people who will make or break a candidate. And if it's politics that interests him, the newsman can find plenty of it.

My first "boss" in the newspaper business was a man who really belonged to the realm of so-called "personal journalism." He was a dyed-in-the-wool Democrat, and left no stone unturned to further his party's cause or to slow down his opponents.

There was an equally zealous Republican editor in the town, too, and the pair lost no opportunity in exchanging pot shots. Sometimes pot shots turned into artillery barrages.

In his later years, Democrat Clarence became a bit forgetful and careless. During one election campaign, he published a lengthy, vigorous editorial on the front page and settled back to watch its impact on the opposition.

The results are unforgettable—although they weren't quite expected. John, in the G.O.P. fold, reprinted the editorial on the front page of his next issue, along with one Clarence had written a few years previously and which took the exact opposite stand.

When John's paper came out, Clarence looked at it, his jaw dropped, and tears appeared in his eyes. Grabbing a telephone, he called John, and the whole of office braced itself for the anticipated barrage.

Instead, all Clarence could do was wail, "John, how COULD you do this to me?"

THEN there's the satisfying personal side that comes in the small time field.

The day moves along at the office. Friends drop in, among them the minister of my church who leaves an article or a tip for the paper. Pleasantly we pass the time of day, and he thanks me as he leaves.

The warm, fresh, clean air comes in through the window by my desk. Other friends call, and the teletypes, also near my desk, purr their stories from around the world. The morning edition is shaping up.

It is the time of year for mushrooms, especially in Indiana. Soon another friend appears to show the big one he found in his yard today. It's a whopper and we dis-

play it on the front office counter. Another story, humble though it may be, makes the morning edition. He's pleased, and so are we.

Home for a light snack. Wife and daughter are waiting. Back to the office to check last minute bulletins and put the paper to bed. The banner headline is good. I hoped it would be.

Paper's out now and it's time to check out. Already stories are shaping up for tomorrow. I've had a heap of living this day as a small town newspaperman. I thank God for it.

The small city worker is not stuck in a rut, either. He has the opportunity of learning all sides of the newspaper business, because he either works at them or comes into very close contact.

As far as appearance of the newspaper is concerned, small time papers today often out do their big time brothers in physical appearance. Small city papers certainly are by no means reluctant to restyle their type faces and makeup.

There is no substitute for personal contact—and that's what one gets in small city journalism. There's personal contact all down the line—from the city's mayor to the kids in the street who read only the paper's comics. The small city journalist becomes known by all in the community—and he in turn knows everyone.

We on the small city side of the profession know the people we write about; those in the metropolis don't, no matter how glib their formula.

AND there's an easier pace of living to be found in the small city that cannot be attained elsewhere. Call it hickishness if you will, but what newspaperman has not longed to be home within a few minutes with room to breathe instead of fighting jostling masses of humanity all bent on crowding onto the same subway coach, then climbing stairs to an apartment that opens out onto nothing except more and more steel and concrete?

The contentment in the small city—and many workers on the metropolitan papers are finding it out. Many of them are heading back to the small papers, too.

I remember one big time desk worker who left his job for a very small paper in a city of 6,000. After 21 years of big time, he expected to be bored stiff—"buried," as he put it.

Two years later I dropped in to see him. He had expanded his news coverage, built up his staff, and increased his circulation.

"Jim," he said, "I'd never go back. There's too much of a challenge and too much opportunity here. I feel that I'm needed, and that I can do something for the town."

The wheels turn and the gears mesh on metropolitan papers until in time, as Bob Casey used to say, one feels that this is where he came in. Or to quote Ben Hecht, the big time press is "a blind old cat yowling on a treadmill."

To me it boils down to a simple choice: The small city with a chance to shine, or the big city with its threat of obscurity.

You can have the bright lights, subways, elevateds, five alarm fires, and working in the same groove.

I'll stay in the small city!

Luke Greene (Georgia '37), city editor of the *Atlanta Constitution*, spoke to high school editors when the Georgia Scholastic Press Association held its annual convention at the university's Henry W. Grady School of Journalism at Athens late this Spring.



AUTHOR—Bob Sloane is probably determined to make no mistakes in middle initials as he slides a "book" into his typewriter in the Hartford Times newsroom.

SOMEONE once said that the only way to stop newspaper errors is to discontinue publication.

Unfortunately, there is more truth than whimsy in that. As long as a newspaper is a daily publication with as many words as most books, and is slapped together by several hundred hands in a few short hours, the etain's, shrdlu's, and bottle-scarred veterans will continue to plague editors. Many of them have come to accept that fact philosophically.

But not so the editors of Connecticut's Hartford Times, that city's evening paper and the state's largest daily (circulation 95,000). Under the guidance of Managing Editor Carl E. Lindstrom, a deceptively mild-mannered newspaper veteran, the staff recently completed the Times' second annual accuracy survey, an experiment believed unique in modern big time journalism. Its aim: to learn the five "W's" and the "H" of newspaper errors—and try to do something about it.

The idea admittedly is not new. It was adopted from a project conducted by Iowa City's student-controlled *Daily Iowan*. The Times' check, however, marked the first time it was done by a larger daily on an ambitious scale. It also had an unusual follow-up in that a rigorous program of accuracy education for the staff was embarked upon after the results of the first survey were in.

HERE'S what happened:

In January, 1948, and January, 1949, about 1,000 questionnaires were sent to persons whose names appeared in Times stories. Clippings were attached and seven questions were asked:

1. Are the facts in this story correct?
2. If not, please make a note of the errors.
3. Are the names and addresses correct?
4. If not, what are the correct ones?
5. Is the headline correct?
6. If not, what is the error?

THE QUILL for June, 1949

Newspaper Checks Facts With Reader

Survey Aids Accuracy And Educates Reporter

By ROBERT D. SLOANE

7. Which type of news or features do you find most interesting or helpful?

The following note was appended:

"Dear Friend:

"We at the Hartford Times would like to know how close we're coming to our target—accurate reporting to you of the fact and the truth about the fact.

"In our hurry to get your Hartford Times to you six days a week, 52 weeks a year, we're likely to err once in a while. With your help we can find out if we made a mistake in this story which concerns you. We'll use your suggestions to reduce our errors in the future.

"Please indicate below whether we missed or hit the target; then mail the blank in the envelope enclosed to me.

"Sincerely,

C. E. Lindstrom,
Managing Editor."

Now the results:

Of the more recent survey, 536 of the 1,000 blanks were returned—prompted, undoubtedly by business reply envelopes on which postage was guaranteed. Quite probably those not returned were entirely correct, since a great number of persons replying took the trouble to point out the most minor errors, such as transposed letters in small words.

Anyway, of those 536, a total of 389, or 73 per cent, were marked correct. Some 147, or 27 per cent, were incorrect.

Here is how the errors broke down:

Name	77	52 per cent
Fact	54	37 per cent
Headline	9	6 per cent
Incomplete	17	12 per cent
Typographical	10	6 per cent

That last item made the boys behind the typewriters and pencils blush just a little. It has, of course, become almost instinctive in newsrooms to call all mistakes typographical errors. But according

to the facts, just 'tain't so. Six per cent isn't very much, after all.

Perhaps the Times' figure on typos is unusual. That problem has been attacked with particular assiduity in recent years in the Times shop and the low rate may be the result. For instance, a composing room tradition of putting superannuated printers on the correctors' desk has been overcome. Good vision is still an essential to good proofreading. Other tricks include making all corrections on one machine, and requiring proofreaders to check against copy more carefully instead of just reading for sense.

AT least one natural question must have arisen in the reader's mind by now—How did the reporters and copyreaders feel about all this? Did they resent having their professional competence checked at the source? It would seem likely that they did. The fact is, however, that they did not. They welcomed the opportunity to prove to their bosses what they themselves felt—that they were pretty good reporters.

The results often were gratifying from the staff's point of view. Time and again contacts went to the trouble of praising the reporter, usually by name, and complimenting the paper for its diligence and sincerity. Few gave any specific criticisms of reporters or their methods. Instead came such bouquets as:

"You might be interested to know that many people spoke of the very nice column Mr. G. wrote on the West Hartford Art League Exhibit. They liked the tone of his reporting, the interesting manner in which it was worded," and so on for a two page letter.

Another writer's articles "are always read aloud in this family."

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THE editors of the Hartford Times, Connecticut's largest newspaper, decided errors were not something to shrug off. They went directly to their readers—or rather, to the subjects of their news stories—with clippings and questionnaires. Robert D. Sloane, Times reporter, tells how it was done and what results were achieved—both in public goodwill and better reporting—in two annual testing surveys.

A graduate of the Syracuse University school of journalism, Bob reports that his first newspaper experience was on a four-sheet mimeograph job called the *Beachcomber*. It was a Navy publication on the island of Samar and he was serving in the Pacific with the Navy.

Bob was afterwards junior editor of the *Syracuse Daily Orange* and is now on the Times city staff. He adds that the fact that his own name happens to have an often-forgotten final "e" has helped in his own personal campaign for newspaper accuracy. He is a Sigma Delta Chi.

Education for New Medium

T-V Wants News Sense Plus Pictorial Eye

By ED H. JOHNSON

TELEVISION is on the march and many a college student is eyeing a possible career in television news.

Confronted by this new and uncharted news medium, the student wants to know what he must learn to hold down a job in television news. His teachers want to know what to teach.

The problem of what to learn and what to teach was passed on to the men who know the answers—twelve television news editors and program directors. Their answers to a mail questionnaire give an indication of what every young television news staffer should know.

Journalism students and teachers may gain some satisfaction in learning that the television news curriculum of the future may be much like the journalism curriculum now taught. Offered a list of ten general education fields taught in most schools of journalism, the editors were asked to vote for the five fields of greatest value.

Political science was a unanimous choice. Other subjects in order of their importance were: Speech, history, psychology, literature, economics, sociology and natural sciences. Foreign language and philosophy received no votes.

From a list of eighteen courses in the journalism field, each television newsman rated the ten most valuable. Radio news and news reporting topped the list, each receiving twelve votes. Other subjects rated in order of importance were: News law and ethics, feature writing, radio production, news writing, radio announcing, news editing, fundamentals of radio, and propaganda and public opinion.

Receiving only three votes each were: Advertising principles, editorial writing, commercial radio writing, radio advertising, publicity and public relations. The editors cast only one vote each for history of journalism and advertising layout.

THOSE who answered the questionnaire were in close agreement that television news training must develop a new news sense in the reporter—an eye for story telling pictures.

Here, in part, are some of the comments: "... developing a visual sense of the news, and of learning the capability of the television camera for presenting the news visually."

"The TV newsman must be able to see the story pictorially rather than verbally. A mere paucity of words all too often must tell the story."

"TV journalism is basically the same as newspaper journalism, but a TV newsman must be a picture editor as well as a copy editor."

"The basic problem is visualization of the news. Whether done on film, with art work or in dramatic form, it is never as easy to illustrate a story as to write it..."

"A TV newsman must be able not only to recognize a good story, he must also know how to process, develop, edit and

recognize the picture or group of pictures that best illustrate the story."

Because television news is essentially picture news, the questionnaire asked whether or not the student should know how to operate a motion picture camera, learn picture composition and lighting and splice film. It was assumed that run-of-the-mill television newscasts would be motion picture films edited much like newsreels.)

Nine of twelve replies said the student should have a knowledge of picture composition and lighting. However, eight of twelve said it would not be necessary for the student to know how to take motion pictures. Opinion was evenly divided on the value of knowing how to edit and splice film. Only three saw value in teaching processing and developing techniques.

Commenting on their answers, two newsmen from large television stations pointed out that in many cities cameramen are unionized and that reporters have no opportunity to do camera work.

The consensus was that a comprehensive knowledge of photography was desirable and helpful, but not essential.

THE value of newspaper training and experience rated high on the list of what makes good basic training for work in television news. Five editors commented:

"Train them for newspaper and radio news work. Then teach them to adapt their writing to film."

"As a journalism graduate, I cannot put too much stress on straight news reporting ability and news judgment. Well trained as a newsman, the student may be further prepared by practical experience in picture and film editing, script writing and the actual development of TV



Ed H. Johnson

news shows. The latter could be done in cooperation with the local TV outlet or in collaboration with the university's dramatic department."

"Require one year's experience, general assignment on a small newspaper. Give them some courses which will enable them to report all types of news. Impress upon them that they are writing news copy and that they are not going to be Shakespearean actors. Straight news reporting and creative writing should be basic subjects. Tell them they'll need a lot of energy and imagination."

"I would see that they were well grounded in basic journalism; advocate some newspaper experience in reporting, editing and news evaluation. Picture evaluation and some microphone training also appear as requisites."

"Train newspapermen. A reporter in television writes and talks about sports, politics, strawberry festivals—anything that is lively on films."

WHAT the television laboratory training of the future will be seems to be a question only time can an-

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WHAT are the men now developing television looking for in the way of future T-V reporters and editors? Ed H. Johnson, like all teachers of journalism, wanted to know. This article, result of a survey of television news editors and program directors, indicates that they want good newsmen, grounded in fundamentals precisely like other journalism graduates. But they also want men who can see a story in terms of pictures.

Johnson, now department head at the University of Tulsa, is a graduate of the University of Colorado, where he was elected to Sigma Delta Chi, with a master's degree in journalism from Missouri. He has reported for the Fort Morgan (Col.) Herald, edited the Grundy County Missourian at Trenton, Mo., and been a news writer and reporter for Station WSYR, Syracuse, N. Y. During the war he was a technical instructor and historical writer for the Army Air Forces.

Before going to Tulsa, he taught at South Dakota State College. In addition to military articles and histories, he has written for various professional publications.

Hogate Lecture

Warns Press Of Challenge To Freedom

THE American political climate has never been so favorable as at present to possible government interference with the press. William H. Grimes, editor of the *Wall Street Journal*, recently told a gathering of newspapermen and students, held under the sponsorship of Sigma Delta Chi at DePauw University.

While he stoutly challenged the typical charge of "irresponsibility" leveled at the press, Grimes raised the question that newspapers may be failing to meet their responsibility by mediocre reporting of news in their own communities. He cited the failure of the press to anticipate the outcome of last November's election as an example.

Grimes, who was himself initiated into the fraternity during his visit, gave the first lecture under the Kenneth C. Hogate Foundation, established in memory of the late president of Dow, Jones & Co. to bring outstanding newspapermen to speak at DePauw, where Sigma Delta Chi was founded 40 years ago. Hogate, a DePauw alumnus, was a leader in the affairs of the fraternity throughout his own highly successful career in journalism.

"The freedom to print has never been immune from attack," Grimes said. "Probably it never will be. The attacks have come from entrenched wealth. They have come from entrenched politics. But certainly not within our lifetime have there existed at one time so many conditions creating a climate where the guarantee of the First Amendment to the Constitution can be so widely questioned.

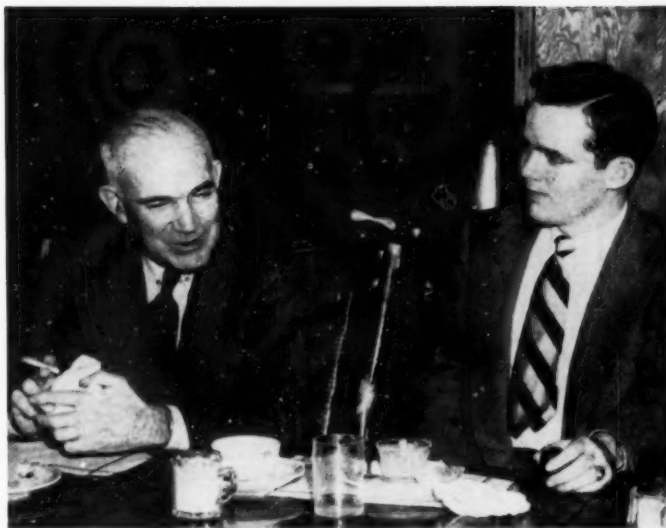
"We have developed a government of great centralized powers. It is not inevitable that such a government should seek to control or influence the agencies by which ideas and information are distributed. But we know that such governments often have done so.

"In war by common consent restrictions on all individual freedoms were accepted. Men and women had power to withhold and the power to influence. These people are not superhuman and it is inevitable that they should think some continuation of that power to be for the general good.

"Nor are we yet in an era which can rightly be called peace. Our international position is strange to the American people.

"Secrecy is clamped on atomic energy, the discovery that may change our social and economic order more drastically and more swiftly than the harnessing of steam changed men's ways. In saying that I intend no criticism of the Atomic Energy Commission. As a matter of fact, I think that Mr. Lilienthal, a graduate of this University, has a keener appreciation of the implications and possibilities of secrecy than many of us.

"With these conditions, and overshadowing all of them, is the question of the values in a society based on individual freedom. We are told that the free society



INITIATE AND CHAPTER PRESIDENT—Paul H. Grimes, editor of the *Wall Street Journal*, recently gave the first Kenneth C. Hogate Memorial address at DePauw University. Newly initiated as a professional member by the mother chapter of Sigma Delta Chi, he talks things over with the undergraduate president, Jim Cobb, at a dinner preceding his address.

has created such complexities that they can no longer be handled in a regime of freedom; that we are paying too great a price for freedom.

"Our Communist friends make no bones about the matter, they would seize our freedoms. Others would merely borrow them for a little; put them in the trusteeship of some elite.

"I do not think that we will knowingly agree to that proposition. No people ever entered the compulsory state by a door on which the price of admission was plainly posted. I would not expect the American newspapers to set the precedent. But one of the ways to mistake the price of admission is not to know what kind of money the gatekeeper is asking."

Many who concede that the press must be free, he continued, also demand that it be "responsible."

"This," he said, "is likely to strike one as an unexceptional proposition. Freedom, any freedom, does indeed carry responsibilities. The freedom to print that which may affect or irreparably injure certainly must be accompanied by extraordinary responsibilities.

"Nevertheless, let's look at the word some more. Let us ask, responsibility for what and responsibility to whom? Responsibility to our own conscience? Yes. Responsibility to our readers and to the community? Yes, indeed. Responsibility that the views we expressed shall be honestly and fairly arrived at? Again, yes.

"But the critics seem to say that is not enough. Our conscience is down in the office safe where it won't interfere with the profit picture, they say. For the same reason the information we give our readers is colored. Our expression of views suffer from the same cause, or at any rate they are put down by a lot of moronic old fogies.

"And what is the proof of this? It is very

simply demonstrated by the statement that our readers just don't think the right thoughts. Either we better act differently or something will be done about it."

The other side of "responsible," he pointed out, is "irresponsible."

"I can remember one of my earliest experiences," he said. "The editor came to the managing editor and said, 'Frank, the safety director just called and said that City Hall story is irresponsible.' And the managing editor said, 'I had a hunch I was underplaying it.'"

"Every newspaperman who ever has dug up something that someone else was trying to hide, each one who has stressed a fact someone did not want to face, has been accused of being irresponsible.

"If you are to accept without question this idea of responsibility who is to judge when you are irresponsible? How does he know what is irresponsible?"

Grimes noted that there is one press in the world that is almost a hundred per cent responsible, the press of Russia. There "no editor is irresponsible more than once," he commented.

The principal peril, Grimes said, arises from the question of the values of all freedoms in a modern world, and the groups which raise those questions often are in the forefront of critics of the press.

The speaker then raised the question of whether newspaper concern with attacks of this sort have not influenced newspapers to turn from their most fundamental function, the purveying of news and information about their own communities.

If newspapers in this country are falling short of their responsibilities as alleged, Grimes suggested it was because some of them have lost sight of this "simple and fundamental reason" why they exist. He asked:

"How conscientiously and efficiently do

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EDITORIAL WRITING—Virginius Dabney, Richmond Times-Dispatch.



GENERAL REPORTING, NEWS PICTURE—Richard C. Looman, San Diego Journal, and Frank Jurkoski, International News Photos.



For Distinguished Service

Sigma Delta Chi Cites Newspaper, Radio Men

SEVEN newspapermen and two radio newsmen were chosen early in May to receive Sigma Delta Chi's awards for distinguished service to American journalism during the calendar year of 1948. The nine included a new award, given for the first time this year to the creator of an outstanding newspaper comic or adventure strip.

Two more awards remained to be announced later, according to Carl R. Kesler, vice president in charge of professional affairs. They were for courage in journalism and for journalistic research. All will receive the fraternity's bronze medal and certificate.

The winners were chosen from a large number of entries and judged by carefully selected groups of newspaper editors, radio news executives and teachers of journalism. Geographically, the judges in charge of eleven categories of awards ranged from Florida to Oregon and from California to New York. The awards, which covered almost as much territory, were:

GENERAL REPORTING—Richard C. Looman, San Diego (Calif.) Journal.

EDITORIAL WRITING—Virginius Dabney, Richmond (Va.) Times Dispatch.

EDITORIAL CARTOONING—Herbert L. Block, Washington Post.

RADIO NEWSWRITING—Merrill Mueller, National Broadcasting Company, London.

RADIO REPORTING—George J. O'Connor, WINR, Binghamton, N. Y.

WASHINGTON CORRESPONDENCE—W. McNeil Lowry, Washington Bureau, James M. Cox Newspapers.

FOREIGN CORRESPONDENCE—Nat Barrows, Chicago Daily News Foreign Service.

NEWS PICTURE—Frank Jurkoski, International News Photos.

NEWSPAPER CARTOONING—Ed Dodd, creator of "Mark Trail," Post Hall Syndicate.

No individual and only one organiza-

EDITORIAL CARTOONING—Herbert L. Block, Washington Post.



tion repeated a 1947 victory in the same field of competition. Both Mueller and Alex Dreier of WMAQ, Chicago, 1947 winner for radio newswriting, work for NBC. The Washington Post, whose Alan Barth won the editorial writing award in 1947, placed first this year in editorial cartooning with Herblock.

RICHARD LOOMAN'S campaign against quack psychologists in the San Diego Journal brought the young newspaperman—he is 29—the top honor for general reporting. One of several recent campaigns which have been conducted by his paper, it won the judges' praise both for its importance as a public service and for the direct hard hitting manner in which it was conducted.

"We were impressed," the judges said, "by the fact that the entire series was straightforward factual reporting which did not resort to the 'sob sister' type of embellishment that characterizes many such campaigns."

Looman, a native of Los Angeles and a First Marine Division veteran of Guadalcanal, worked on the San Leandro Times, Napa Register and Sacramento Bee before the war. After combat experience in the Pacific, he edited the Chevrone, Marine Corps newspaper, and was on the staff of the USMC magazine, The Leatherneck. After his discharge, he read copy for the Los Angeles Examiner and Oakland Post-Enquirer before joining the Journal city staff two years ago.

Looman handled his campaign under the direction of his managing editor, George Chaplin, former Nieman Fellow who during the war was editor and officer in charge of the Middle Pacific edition of the Stars and Stripes. Chaplin, a South Carolinian, went to San Diego a year ago as managing editor of the Journal.

VIRGINUS DABNEY'S award for editorial writing was the second such honor in as many years. He won the Pulitzer Prize for his editorials in the Richmond Times-Dispatch in 1947.

The Sigma Delta Chi citation for 1948 was the unanimous choice of the judges and was based on a series of twelve editorials dealing with the Virginia legislature and the dominating Democratic state



RADIO NEWS WRITING AND REPORTING—Merrill Mueller, NBC, London and George J. O'Connor, WINR, Binghamton, N. Y.



WASHINGTON CORRESPONDENCE—W. McNeil Lowry, James M. Cox Newspapers.

machine. The judges singled out for special praise one of the series, entitled: "We Will Not Be Intimidated."

Dabney is not only nationally known as a newspaperman and as a leading spokesman for the modern South but he is the author of a number of books, including the recently published "Dry Messiah: The Life of Bishop Cannon." Others are "Liberalism in the South" and "Below the Potomac: A Book About the New South." He has contributed to numerous magazines and other publications here and abroad and lectured at Princeton University.

A graduate of the University of Virginia, he reported for the *Times Dispatch's* sister paper, the *News Leader*, for six years before becoming an editorial staff member and later chief editorial writer of the *Times Dispatch*. He has been editor since 1936 and is now on the board of the American Society of Newspaper Editors and a member of Sigma Delta Chi.

Herbert L. Block's editorial cartoons, drawn for the *Washington Post* and syndicated widely, won the approval of the judges because, they said, they "seemed to us to be the product of a genuine and integrated philosophy. They added:

"His cartoons are always simple, never labored. Their impact is immediate. Among other things that impressed us about Herblock was his wit. His cartoons in humorous vein show just as rich a background for opinion and they make just as serious a point as his most gravely spoken pictures."

Block, though still short of 40, is no stranger to honors. He won the Pulitzer Prize for his cartooning in 1942 and was hailed last year by *Newsweek* as "about the hottest editorial page cartoonist since the rise of Daniel R. Fitzpatrick on the *St. Louis Post Dispatch*."

A native of Chicago, Block attended its Art Institute school and Lake Forest College before getting his first full time job on the *Chicago Daily News* in 1929. Four years later he joined NEA Service where he worked until he went into the Army where his bold crayon and brush style decorated many an Army clip-sheet. When he came out of service, he took his present job with the *Post*.

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THE QUILL for June, 1949

NEWSPAPER CARTOONING, FOREIGN CORRESPONDENCE—(Right) Ed Dodd, creator of "Mark Trail" and (below) Nat Barrows, Chicago Daily News Foreign Service, en route to Iceland on prize-winning assignment.



For Distinguished Service

[Continued from Page 15]

A REPORT on Czechoslovakia's "disappearance" behind the Iron Curtain that was widely carried by newspapers as well as his own network won the radio newswriting award for Merrill Mueller, London bureau chief for NBC and veteran war correspondent on both European and Pacific fronts. On a holiday in Spain, Mueller heard of the crisis in Czechoslovakia and hurried to Prague.

"There, under trying circumstances," the judges said, "he gathered facts and gave the world its first word that Czechoslovakia was being drawn behind the Iron Curtain and that Jan Masaryk was in danger. His dispatch was distributed verbatim by the Associated Press and printed in hundreds of newspapers."

It was not Mueller's first feat. He had predicted the Battle of the Bulge a week before Von Rundstedt attacked, broke the first official story of the famous Patton slapping incident and shared with two other men an eight-hour beat of France's surrender to the Germans. His first big story abroad was Munich in 1938 and he managed to be among the first group of correspondents to enter Tokyo in 1945 and later to describe the Japanese surrender aboard the *Missouri*.

A native New Yorker, Mueller attended Springfield (Conn.) University a year before joining the staff of the *Buffalo Times* in 1934. He returned to New York City to serve the *International News Service* there and in Washington before going to the *INS* Paris bureau. He got out of Poland two days before Hitler attacked, was in Italy when Mussolini declared war on France and kept a scant step ahead of the Wehrmacht all the length of France in the summer of 1940.

Mueller became London director for *Newsweek* in 1942 and covered the Allied invasion of North Africa. While in Africa he joined NBC's news staff. After Sicily and Italy, he returned to London where he was assigned to cover Gen. Eisenhower's headquarters after the invasion. After the Battle of the Bulge, which he reported first hand, he circled the globe again to cover the Philippines fighting, Borneo and Okinawa. He is a Sigma Delta Chi.

IN anticipating a flood and warning the public of its approach, George O'Connor of WINR, Binghamton, N. Y., did the kind of radio reporting for which this news medium is uniquely equipped. He went ahead on his own authority to perform what the judges called "a spirited public service" as well as the top job of radio reporting.

"On March 16, 1948," the judges reported, "O'Connor noticed that the Susquehanna River was rising extremely fast. He checked the weather bureau but was assured there was no danger. Nevertheless, he phoned upstream communities and learned rain was approaching cloud burst proportions there."

"He prodded Broome County officials into action and, on his own authority, began broadcasting flood warnings. From a remote line to his own home on the river 10 miles north of Binghamton, O'Connor broadcast frequent bulletins on the flood and eye witness accounts of evacuations."

"He abandoned his microphone only when the water reached his ankles on his

own front porch and rowed to safety with his wife, Sheriff Arlington B. Thatcher credited O'Connor's alertness and enterprise with preventing loss of life and greater property damage."

Born in Utica, N. Y., O'Connor, now 34, became a cub reporter on the *Binghamton Sun* in 1936 and became city editor prior to service with the Navy in 1942. As a chief petty officer with the Amphibious Force, he participated in the invasion of Southern France. On his discharge in 1946, he became news editor of WINR, an NBC affiliate.

O'Connor now gives a nightly 15-minute local news commentary "City Desk," in addition to news editing. He also writes a daily column for the *Sun* and has contributed articles to *Reader's Digest* and other magazines.

W. McNEIL LOWRY, chief of the Washington Bureau of the James M. Cox Newspapers, was judged first in Washington correspondence for a series of articles on the grain trade lobby and the Commodity Credit Corporation grain storage program. The articles prompted an investigation which led to the indictment of a former congressman as an unregistered lobbyist. They also helped focus interest on the grain storage issue in the 1948 campaign.

The judges commented that Lowry's articles both "constituted an important public service and represented a return to old-fashioned digging beneath the surface reporting, the absence of which has been particularly noticeable in recent years." "He showed those qualities of intelligent persistent reporting which culminated in action that was definitely in the public interest," they added.

Lowry, a native Kansan who was graduated from the University of Illinois with high honors in 1934, taught at his Alma Mater for seven years before entering full time newspaper work. He's really "Dr. Lowry," for he took his Ph.D. in English in 1941, but he prefers "Mac" for a title. While at Illinois, he helped found *Accent: A Quarterly of New Literature*.

He left the Urbana campus to spend one war year with the Office of War Information and as a writer for the Army Service Forces. In 1943 he was commissioned in the Navy and went into active service until 1946.

After his discharge he became an associate editor and editorial writer for the *Dayton Daily News*. When a Washington bureau was started for the Cox papers—the others are the *Dayton Herald Journal*, the *Springfield News and Sun*, *Atlanta Journal* and *Miami Daily News*—the Dayton editor went to the capital to head the bureau.

Nat Barrows, who is assigned to the United Nations both at home and abroad by the *Chicago Daily News Foreign Service*, won the 1948 foreign correspondence award for the general excellence of his coverage of the Scandinavian countries as well as for his specific "beat" on the existence of a Russian-sponsored aerial supply line to Palestine from behind the Iron Curtain in Czechoslovakia.

Assigned to go to Paris to cover United Nations sessions when they moved from Lake Success, he first visited Iceland, Norway, Sweden and Finland. The judges praised his articles from these countries for their "brightness of style, clarity of

writing and freshness of material." They specifically cited the aerial supply stories which were obtained while he was covering UN sessions in Paris.

Barrows joined the *Daily News Foreign Service* in 1941 as an expert on Latin-American affairs after a number of years with the *Boston Globe*. He had made nineteen separate trips to Latin America and was preparing to leave for Chile on a special mission for the State Department when the Japanese bombed Pearl Harbor. Assigned to cover the Panama Canal Zone during war, he filed dispatches from destroyers and patrol boats and flew with the Caribbean patrol seeking submarines.

One of his dramatic stories was the sinking of the U.S. submarine S-26 when she was rammed by her own escort during a blackout. Submarines were an old story to Barrows for he has early become an expert on Naval affairs and covered the sinking of the ill-fated *Squalus* in prewar days. The latter assignment resulted in his book on the *Squalus* disaster, "Bow All Ballast."

After his Panama assignment, Barrows was sent to London where he reported the great Allied bombing raids on Hitler's Germany and to the Scandinavian countries to gather material for articles on wartime Europe's underground and conditions inside Germany. A native New Englander, he attended Harvard University and is rounding out his 19th year of newspaper work.

THE widely-printed picture of Oksana Kosenkina just after she had leaped to freedom—and serious injury—from the Russian consulate in New York City won Frank Jurkoski of *International News Photos* the fraternity's top award for the year's news picture. The photograph had previously been acclaimed as the best spot news picture of the year by the New York Press Photographers Association and placed second in the world-wide contest sponsored by Encyclopedia Britannica and the University of Missouri school of journalism.

"It was a spontaneous news story of movement," the Sigma Delta Chi judges said. "The photographer had to act quickly and intuitively. His effort was paced by precision as shown in the sharpness of his negative and composition of the scene." Jurkoski recalls it as follows:

"We were just standing around No. 11 East 61st Street which adjoins the consulate. We were wondering whether to pack up or just wait in case someone came in or out who would make a picture when the superintendent of the club came running out. He was yelling: 'She jumped! She jumped! Follow me and get your pictures.'"

Jurkoski led the pack and came away with his prize-winning picture. It was not his first by any means for over the years he has won the New York photographers' award ten times in half a dozen categories of competition. Now 37, Jurkoski started working in the INP darkroom, like so many photographers, as a high school youngster. His twenty years of taking pictures have included every type of assignment from sports to presidential campaigns. During the war, he was a Navy correspondent and accompanied the Army Air Force on its Operation Snowdrop in the Arctic after V-J Day.

Ed Dodd, who won Sigma Delta Chi's first award for a comic or adventure strip sequence, is a cartoonist who is doing exactly what he best likes to do. Former

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FOUNDER CUTS BIRTHDAY CAKE—William H. Glenn, one of the original ten at DePauw University, celebrates with nearly 50 members of the Greater Miami Professional chapter Sigma Delta Chi's 40th anniversary. Surrounding "Billy" Glenn, from left, are E. V. W. Jones, Miami bureau manager, Associated Press; Arthur Griffith, Miami Herald editorial writer and chapter president; John D. Montgomery, editor and publisher, Florida Sun, Miami Beach; Bob Gelberg, Miami University president-elect; Harry Brown, veteran Florida newspaperman; Thomas F. Smith, manager of the Miami Beach news and convention bureau and immediate past president, and John T. Bills, news editor, WQAM, Miami, founder president of the Miami chapter.

Founder W. M. Glenn Holds Own 40th Birthday Party

FOUNDER William M. Glenn, was host to 45 professional and undergraduate members at a 40th anniversary party in his Miami Beach home. And Billy Glenn had more fun than anybody.

He told his guests of that "dark and stormy night" at DePauw University on April 17, 1909, when he and nine other students of journalism gathered in the old Delta Tau Delta house to found what has become the largest society of journalists in the world.

(Billy denied a suggestion of his publisher, John D. Montgomery, that the ten of them probably found inspiration in a keg of beer with which they had fortified themselves against the bleak and biting weather.)

Billy sliced a huge white cake, bearing 40 candles and the fraternity insignia, and served it with beer. The loyal members ate and drank.

Billy also read messages of congratulation from President Neal Van Sooy; Past President Luther Huston; Robert U. Brown, editor of *Editor & Publisher* and vice president of the fraternity, and Elmer J. Emig, head of the department of journalism at the University of Florida.

Doctor Hamilton Holt, famed educator who is retiring from the presidency of Rollins College this year, sent his congratulations in rhyme:

*Your birthday party I can't make
To see you ope the birthday cake.
Please give the brothers my congrats
As members of our ancient frat.
Three cheers for Sigma Delta Chi,
And drink her down in rock and rye.*

Curtis D. MacDougall (Wisconsin Professional '32), professor of journalism at Northwestern University's Medill School, was given a special citation by the Chi-

cago Newspaper Guild for his revision of his textbook, "Interpretative Reporting." The award was made at the Guild's annual Page One Ball late this Spring. Mr. MacDougall's previous book, "Covering the Courts," won its author a Sigma Delta Chi citation for research in journalism in 1946.

NO BIG CLAIMS . . .

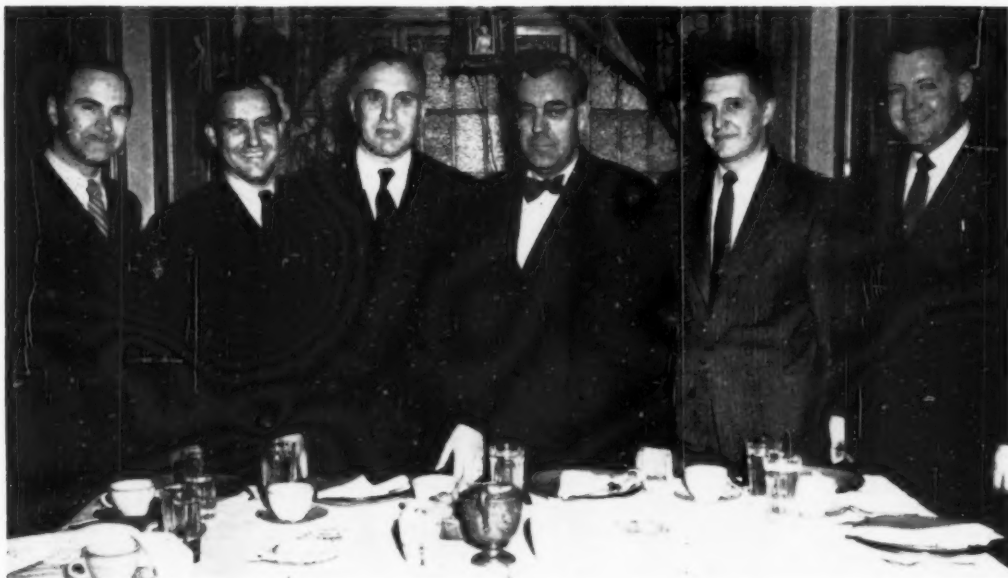
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HEAR NIEMAN DIRECTOR—Louis Lyons, director of the Nieman Foundation at Harvard University, spoke to Sigma Delta Chis following an initiation by the Boston University chapter. Among the initiates was Erwin D. Canham, elected one of the first Sigma Delta Chi fellows last Fall. From left—Tully Nettleton, former national president; John H. Gleason, director of the Boston U. journalism division; Mr. Lyons, Mr. Canham, James E. Olson, chapter advisor, and Bob McKay, chapter president.

New England Chapter Initiates 12 at Boston

TWELVE new members, all active in journalism in or near Boston, were initiated into membership at the April meeting of the New England professional chapter of Sigma Delta Chi.

The ceremony was followed by a dinner at Boston's Hotel Lafayette, at which Albert Spendlove, associate manager of the New England Daily Newspaper Association, spoke on "What's Ahead in Daily Newspaper Publishing."

Spendlove pointed out that rising costs are threatening the existence of the press today and that management must take advantage of every economy and technological improvement to survive.

Initiates were: Cecil G. Douglass, chief of the New England bureau of the *Associated Press*; Bill Cunningham, columnist, and William E. Mullins, political writer, of the *Boston Herald*; Herbert A. Kenny, *Boston Post* feature writer; Everett M. Smith, *Christian Science Monitor* reporter; Louis Lyons, curator, Nieman Foundation for Journalism, Harvard University; Walter D. Allen, editor and manager, *Brookline Chronicle*; C. Nelson Bishop, editor, *Reading Chronicle*; Herbert D. Hancock, editor and manager, *Chelsea Record*; Charles E. Eshbach, New England radio news service director, Department of Agriculture; Robertson Paige, editor of Boston Federal Reserve Bank publications, and Ernest M. Rosenthal, WLYN, Lynn.

Tully Nettleton of the *Christian Science Monitor*, a former national president and president of the local chapter, John H. Gleason, director of the division of journalism, Boston University, and Steele Lindsay, city editor of the *Boston Herald*, Laurence R. Goldberg of the *Boston Post*, and Wilbur A. Fischer, of the information section of the Community Chest, participated in the initiation ceremony.

At an earlier meeting of the Boston University chapter, Lyons, who was a State House reporter for the *Boston Globe* before taking charge of the Nieman fellows, spoke to the chapter.

An especially distinguished initiate was Erwin D. Canham, editor of the *Christian Science Monitor*, former president of the American Society of Newspaper Editors and alternate delegate to the United Nations general assembly to handle matters pertaining to conventions on freedom of the press. He was elected one of the first three Sigma Delta Chi fellows at Milwaukee last November.

Chief Editorial Writer Heads Miami Chapter

ARTHUR GRIFFITH (Florida '42), chief editorial writer for the *Miami Herald*, is the new president of the Greater Miami Professional chapter. He took office at the chapter's Founder's

Day program late this Spring, succeeding Thomas F. Smith (Butler '26), director of the news and convention bureaus of Miami Beach.

Named vice president of the chapter was James S. Penny (LSU '37), instructor in journalism at the University of Miami and adviser to the undergraduate chapter.

Stuart G. Newman (Florida '43) was reelected secretary-treasurer, a post he has held since organization of the Greater Miami chapter in 1946. In addition to the installation of officers, the Founder's Day program includes the initiation of new members.

Louisiana State Hears Hodding Carter

WILLIAM HODDING CARTER, Pulitzer Prize winning editor of the *Delta Democrat Times* of Greenville, Miss., spoke at the third annual dinner of the Louisiana State University professional and undergraduate chapters in Baton Rouge this Spring.

Preceding the dinner scholarship awards were made to the top 10 per cent of the graduating class. Among those honored was Adolph O. Goldsmith, president of the chapter, who also won the outstanding male graduate citation.

Other student award winners were Wallace Beene, of Hope, Ark., and John Graham, of Jackson, Tenn., who split the \$100 prize for outstanding reporting for the *Daily Reveille*, campus newspaper, and Douglas Starr, New Orleans, who won the annual proofreading award.

Carter's topic was "Publishing a Contro-

[Continued on Next Page]



MANAGING EDITOR MEETS STUDENTS—C. G. Wellington (second from left) managing editor of the Kansas City Star, chats with presidents of three undergraduate chapters at dinner at which the Kansas City professional chapter entertained student members. Others, from left, are Ralph Salisbury, Kansas State; Phil W. Stroupe, Missouri, and James Robinson, University of Kansas.

Chapters

[Continued from Page 18]

versal Newspaper," or, as he defined it, "How to Raise Hell and Be Happy."

The *Delta Democrat Times* editor told the 130 members and guests of various campaigns his paper conducted, which graphically showed the services to a community that a newspaper is capable of, and how by vigorous writings this is carried out.

Feature presentation of the evening was the Sigma Delta Chi award for community service made to the *Star*, monthly newspaper published by the patients of the United States Marine Hospital at Carville, Louisiana.

Published by patients with Hansen's disease, the *Star* is entirely hand set. Editor Stanley Stein, totally blind, edits all copy by having it read to him.

Concluding the dinner was the presentation to the *Daily Reveille* of the top editorial writing, and third place feature writing awards, which the paper won at the national convention in Milwaukee.

Kansas City Host To Campus Chapters

THE Greater Kansas City professional chapter of Sigma Delta Chi was host to visitors from three college chapters—Kansas State College, Kansas Univer-

sity, and the University of Missouri—at a dinner.

Twelve members were initiated into the Kansas City Professional Chapter preceding the dinner, and the meeting later was turned into an open forum discussion, with the undergraduate members introducing themselves and conducting the question side of a question and answer forum.

There were 44 guests from the three undergraduate chapters and more than 100 members of the Kansas City chapter at the dinner.

New York Newsman To Teach at Stanford

KENNETH NORMAN STEWART, (Stanford '23), New York newspaperman and former Neiman Fellow, will join the Stanford faculty for the summer quarter, it was announced by Dr. Chilton R. Bush, director of the Stanford Institute for Journalistic Studies.

Author of the text, *News Is What We Make It*, Stewart has served as cable editor of the New York *Herald Tribune*, assistant Sunday editor of the New York *Times*, and on the staff of the Paris *Herald Tribune*. He attended Stanford as an undergraduate, and was a journalism instructor here from 1931-34. He is now an associate professor of journalism at New York University.

John H. Thompson (Northwestern '37), manager of the news and special events department of the National Broadcasting

Company in San Francisco, has served as lecturer in journalism during the spring quarter. He is teaching radio news writing.

Fifteen N. Dakota Newsmen Initiated

THE North Dakota Professional chapter met at Minot, N. D., in April with approximately 50, including 15 newly initiated professional members at attendance.

S. Hugh Farrington, editor of the *Harvey Herald*, was elected president, succeeding C. R. Andrus of the *Fargo Forum*. E. Donald Lum, editor of the *Richland County Farmers Globe*, Wahpeton, was named vice president, succeeding Farrington. Alvin E. Austin, University of North Dakota, was re-elected secretary-treasurer.

The fifteen new professional members are C. J. Drake, *Westhope Standard*; Cale Dickey, *New Salem Journal*; W. R. Loken, *Bowman Pioneer*; Frank Szczyz, *Borineau Courant*; Floyd A. Kagel, *Drake Register*; J. M. Morris, *Jamestown Record*; Irvin W. Lang, *Enderlin Independent*; F. W. Denison, *Cando Record Herald*; L. N. Strand, *Minnewaukan Farmers Press*; C. C. Clemmons, *Kindred Tribune*; Norman D. Black, Jr., *Fargo Forum*; John O. Hjelle, *Bismarck Tribune*; Ray Dobson, *Minot Daily News*; Merle Nott, *North Dakota Agricultural college publicity director*, Fargo, and M. R. Graham, *Devils Lake Journal*.

Accuracy

[Concluded from Page 11]

"We all adore the articles by your woman's page editor. That lady has a flair for saying 'anything' interestingly."

"Mr. Z. is an unusually accurate reporter."

"I find your real estate editor to be not only an accurate but a very capable writer, well able to put across a factual story in an easy to read manner."

Even doctors, among the toughest of newspaper readers, occasionally praised medical stories.

When the survey was started, at least one *Times* editor expressed the fear that it might lead to debate among readers as to news values, presentation, and such. He was wrong. Only one instance of that cropped up (in 1948's survey), a rather curious one in which a state supreme court justice suggested that the question of the form of alimony, rather than child custody, should have been featured in the lead of a divorce story. Few city editors, of course, would agree with him.

In one other case the comment was, "I think it is poor taste to check the accuracy of your paper by using death notices as the subject. I suggest you use events of a less painful nature."

This was a trifle puzzling, since obituary questionnaires were held back at least a week after the death. A more logical explanation was forthcoming when it was revealed the story had listed the deceased as a one time liquor store operator. That might have embarrassed the survivor just a little. He may even have been a teetotaler himself!

Incidentally, in cases where there was any material error, Managing Editor Lindstrom personally wrote the person involved, expressing regret for the mistake and a resolve to try to prevent future ones. In cases of obituaries, it was added: "I hope when the next name of any member of your family occurs in the news, it will be on a happier occasion and that we can handle it with more accuracy."

HAVING gotten this far is merely to have stated the problem. The next question is: What is being done about it?

The answer isn't complete yet, largely because the experiment still is comparatively new. But this much has been learned: The reporter's knowledge that these questionnaires were going out has been a tremendous incentive toward driving him to the city directory and making more accurate notes.

In the cases of obituaries (a department that received especially careful checking) the *Times* no longer depends on rewrites of the morning paper and the undertaker's report. Everything is checked. It takes time, but that is one of the prices accuracy demands.

Similarly, in the social and personal department, where a great many questionnaires were concentrated, a more careful check was made of contributed items. Ambiguous handwriting was checked before the contributor left the office. The directory, phone book, and telephone itself were all given extra workouts. Here, as in other departments, many uncommon and unsuspected errors (like reversing photograph negatives and thereby having the groom coming out of the church on the wrong side) turned up to put reporters doubly on their guards.

But that only skirted the problem, too. Other things had to be done. "Accuracy," says Lindstrom, "is an educational process, and as with any other educational process, you are never done with it." Thinking of the problem educationally, he sought to follow it through by individuals.

A reporter on the beat becomes so habituated to his own point of view that he seldom sees the perspective of the desk. So he was given a taste of that.

ONE by one, reporters were pulled off their beats and sat down at a little table near the copy desk—not to read copy, but to check it. On that desk were copies of the city directory, the telephone book, the state register and manual, the city hall manual, Bartlett's quotations,

world almanac, and a number of other books.

An extra carbon of all copy was provided for these checkers. And so reporters spent the liveliest day there for a week—sometimes two if they could be spared. It was their business to check every name and any fact which was suspect.

Of course no one could possibly keep up with the entire copy flow. In many cases he was checking copy which had already appeared in an edition or two. But it was checked anyway. When he found an error he marked it with a red pencil, took it to the city editor, and he, in turn, took it back to its source. Every error was run down that way.

The most important result was that this process made the checking reporter error-conscious. He saw the effect of the mistake. An experience like this quickly changes the average reporter's point of view. By the time the checker got back to his beat he was checking his own copy before turning it in.

That was during the first project in 1948. It was carried on for several months. But of course it was a costly experiment as far as staff organization is concerned. So this year it was modified. A girl clerk was assigned to do the job regularly. Naturally, much of the educational value was lost this way, but obviously it was much more realistic and less complicated.

Was anything accomplished? Managing Editor Lindstrom believes so. Accuracy was up about three per cent in the year between the two surveys. A small gain, to be sure, but a significant one considering the newness of the experiment. It also gave an ever necessary prod to the staff, and produced much in the way of good public relations. Ever so many previously unsuspected errors were brought out, too.

But the ultimate value of the experiment lies mainly in the future. The *Hartford Times* doesn't expect to discontinue publication to reduce errors. It is hoping to accomplish that the hard way—by hammering at mistakes year after year until the highest possible degree of accuracy is attained.

It's a tough job, but so is any phase of putting out a good newspaper.

Magazine

[Concluded from Page 7]

3. Have I actually provided something to save time or effort for the reader?

4. Is the article really inspirational? Does it make people think?

5. Does the article help people live broader, happier, and better lives?

6. Does the article contribute to a happy family and better living?

7. Will the subject matter cause something to happen in the reader's mind?

8. Does the article talk you instead of "they, them, it, he, she," or someone else?

(Editor's Note: It will interest many readers of *The Quill* to learn that Sigma Delta Chi on the Better Homes & Gardens staff include Editor McDonough (Drake); Managing Editors Soule (Drake Professional) and Ratner (Drake Professional); Fred Bohen, president of Meredith Publishing Company, (Drake Professional); Ed Meredith, vice president, (Drake Professional); Frank Furbush, assistant to Bohen, (Grinnell); Walter Adams, associate editor, (Iowa State); Bob Jones, associate editor, (Minnesota);

Bob Crossley, associate editor, (Iowa State); Ted Kimble, assistant editor, (Illinois); Ralph Andrist, assistant editor, (Minnesota); Art Lee, assistant editor, (Minnesota); Charles Kooser, newsstand circulation manager, (Iowa State); Wayne Miller, subscription manager, (Grinnell); John Helgeson, advertising, (Wisconsin); and Charles Stark, manager, Meredith News Bureau, (Drake).

(Successful Farming, sister publication, has the following members on its staff: Kirk Fox, editor, (Iowa State); Hugh Curtis, managing editor, (Grinnell); Charles Hughes, associate editor, (Purdue); Jim Roe, assistant editor, (Wisconsin); Verlo Butts, assistant editor, (Purdue); and Dick Hanson, assistant editor, (Iowa State).)

Ivan Boxell Buys Pennsylvania Daily

IVAN BOXELL (Indiana '28), of Baldwin, Long Island, N. Y., has entered the daily newspaper publishing field, having purchased the Danville (Pa.) *Morning News* and taken over its operations as president and publisher.

The former Hoosier newspaperman has also acquired an interest in the Southern publishing field as vice president of Troy Newspapers, Inc., publisher of the *Daily Messenger* and the *Sunday Herald* of Troy Ala. For the past 18 years, Boxell has been associated with the Brooklyn (N. Y.) Chamber of Commerce. Previously he had been engaged in various newspaper and public relations activities mainly in the Midwest. He was president of the Indiana chapter of Sigma Delta Chi.

Eric E. Bergman (Minnesota '39) is state editor of the *Duluth News-Tribune*. He went to the Duluth morning paper two years ago after a stint as assistant news editor of the Virginia (Minn.) *Mesabi Daily News*. He had previously served four years in the Coast Guard where he saw action in the European War Theater.

Eugene R. Clifford (Butler '27) is the new editor and publisher of the Rib Lake (Wis.) *Herald*. He had recently been director of public relations for the Pure Milk Products Co-operative at Fond du Lac, Wis., following seventeen years' reporting on the Indianapolis *Star* and the Fond du Lac *Commonwealth Reporter*.

T-V Education

[Concluded from Page 12]

swer. Here are the television newsmen's suggestions for laboratory courses:

"Granting that I had \$50,000 or so, I'd buy a couple of cameras and monitoring equipment, plus a film laboratory and set them to work. One five-hour course in putting out TV newscasts would be more practical than a series of short and possibly theoretical courses. Lacking such equipment, the best training would be a basic course in news reporting and writing, plus some pictography."

"Form a working agreement with a television station. The major portion of the student's time should be spent in the classroom on basic subjects. He could accept laboratory credit or as a non-credit course. It is not likely that a university will have its own technical facilities to give a student the actual television 'know how' that he could gain from working with a station."

"... dry run television shows from inception of the program through the show itself—basic news savvy is taken for granted."

In summarizing the answers given by the television newsmen, this becomes clear. In addition to the traditional "nose for news," the television newsmen must cultivate a new sense—"an eye for story-telling pictures." Not only will he have to sense a story and evaluate its significance, he must also see the story in pictures through the eyes of television and motion picture cameras.

Along with this newly-developed sense, he must have the same basic training in news writing and reporting as is now given in journalism schools. He should have a liberal education including political science, speech, psychology, literature and economics. He should know something of radio news writing and microphone technique.

And it seems to hold true that television news will be another of the many fields in which newspaper experience will be of great value.

Dr. Howard Mumford Jones (Wisconsin '14), professor of English at Harvard University and president of the American Academy of Arts and Sciences, has been heard each Friday evening this Spring over Station WMEX as the Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M. I. T., Northeastern and Tufts, offered its eleventh radio series based on regular college and university courses. Called "The Boston Legend," the series has been taken directly from Dr. Jones' lectures series on "Boston as a Literary Center, 1850-1914" which were recorded on tape at the Boston Public Library Lecture Hall.

James E. Conklin (Kansas State '27) has taken charge of the alumni office and will direct public relations for Knox College, his Alma Mater. He returns to Galesburg from Hutchinson, Kansas, where he was public service director of radio station KWHK. In addition to activity in many civic organizations in Kansas, he was a district governor and an international director of Rotary.



Commencement Days

● These are exciting days in many American homes. Graduation time is just around the corner. For some families it will mean a trip to the college campus to see Brother Bill or Sister Sue, clad in mortar board and academic gown, receive the long-awaited sheepskin.

These are commencement days also in schools without campus traditions. Ambitious young men who have served apprenticeships in breweries and are determined to go far in their chosen field are graduating from brewing academies. They have been equipped with the scientific knowledge for turning out a perfectly brewed beer or ale when they get the opportunity to handle such responsibilities. Their ultimate goal: To be masterbrewers.

The man who supervises production in the brewery today must be a master at his craft—

hence, the *masterbrewer*. He must know the nature of the grains that go into production; must understand physics, engineering, micro-organisms, pure yeast culture and, of course, all phases of fermentation. The typical student supplements his acquired classroom knowledge with that learned on field trips and in practice at work in a model brewery. That is why, when eventually he attains the position of masterbrewer, he can assume the responsibility with confidence.

Thoroughly trained masterbrewers are a prime essential to every brewery organization today, when every step in the brewing process and even in the packaging of the product is scientifically and hygienically controlled. In an age of keen competition and public awareness of quality, nothing is spared to produce America's beer and ale—the beverages of moderation.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.



Urges Better Community News Coverage

[Concluded from Page 13]

newspapers mine their own communities for information? Are they reflecting the thought that what an individual or a community does are not important and that the destiny of the United States is in the hands of gentlemen in seats of political power in Washington or in the seats of industrial power in Detroit, or Cleveland, or New York?

"Last November no one was more surprised at the results of the election than we newspaper people who were supposed to be bringing news of the election. And the curious part of that is that we seem to take some satisfaction in the fact that we were almost unanimously fooled; satisfaction that all of us were content to follow a pattern of thought and assumption."

"I will venture the guess that if as many as a dozen newspapers in key states had made a real effort to find the sentiment of their communities and if they had reported what they found, they would have inspired many times a dozen other papers to bestir themselves and find out what was going on. Then we might not have looked as silly as we looked on November 3 and as we still look."

"Take a leisurely journey across country and buy the newspapers at each stop. Spread those newspapers before you. From the news and editorial content, it will be hard to tell what newspaper was printed in what town."

"They will be playing the same press association stories. They will have the same comics and they will have the same columnists. Not always, but in many cases the local stories are sloppily written and ill-organized; very often the contrast in workmanship between them and the wire news is not favorable."

Grimes hastened to add that he did not mean to imply that there were not many excellent newspapers and many of the most able newspapermen to be found in all parts of the country, in small cities as well as in metropolitan centers.

"I know too many fine and able craftsmen who are not an hour's journey from where I stand," he said, "and I would not care to compete against them on a story at the copydesk or at the makeup bank."

"Neither am I saying that any newspaper should ever forget that this is a big world and that a great many things of vital interest are taking place in every part of it and that what takes place 3,000 miles away may have an immediate impact here."

"What I do say is that a newspaper which fails to serve its community in its community life, which fails to understand the news of its community and which fails to reflect the community's characteristics, can be excellent in all other respects and still be a poor newspaper."

"Just as it is impossible to have an intelligent community made up of badly informed citizens, so it is impossible to have a strong nation made up of indifferent and badly informed communities. The whole will not be greater than the sum of its parts. I raise the question whether



HEAR ABOUT NEWS COVERAGE IN ASIA—Members of the Detroit professional chapter recently heard Stanley Swinton (left) who had just returned from five years in Southwest Asia for the Associated Press. Listening, from left, are Leonard R. Barnes, associate editor, Motor News, and Albert Cochrane, D. P. Brothers Advertising Agency.

newspapers are not neglecting their community duties; those that lie at their door."

"We are not likely to be allowed to forget that this is a world of increasing complexities and of swift change. But in a complex and changing world there are simple and unchanging truths. I think one of them is that the character of a nation will be the sum total of the character of its communities and that the test of the character of a community will be how it handles its community affairs."

Grimes spoke following a Founders Day dinner to which the DePauw chapter had invited members of other Indiana chapters and a large group of professional newsmen. Among the guests were Paul M. Riddick, publisher of the LaGrange (Ind.) *Standard* and a founder of Sigma Delta Chi, and two past national presidents, James S. Stuart, editor of the Indianapolis *Star*, and Edwin C. O'Neil, publisher of the Hagerstown (Ind.) *Exponent*.

Grimes, who won the 1946 Pulitzer prize for editorial writing, joined the Wall Street Journal staff in 1923. Previously he had worked for several Ohio newspapers and in the Washington and New York bureaus of the United Press. He attended Western Reserve University.

Objective Reporting Key to Peace: Hoyt

WHEN the world has something resembling America's objective news reporting, there will be a chance for peace, Palmer Hoyt, Sigma Delta Chi past national president, told the Chicago Headline Club at a Founders Day dinner.

Straight, hard reporting of the facts is one of the most important contributions the press can make to democracy in its struggle to spread itself over the entire world, the Denver Post editor and publisher said. His subject was "What is Responsible Journalism?"

"The greatest need the world has today is a world wide flow of news, American style," Hoyt declared. "The reason that the American people's judgment has been so good over 170 years of their existence is the fact that generally they have been in possession of the facts through their newspapers."

"I believe it is the responsibility of the press to recognize democracy as a commodity—just like a house, like newsprint, like a suit of clothes—something that has to be bought and paid for," he said.

"It is the responsibility of the press to recognize that freedom is dynamic and not static, that freedom must be won and rewon by each generation, affirmed and reaffirmed by each new crop of citizens."

"The American newspaper today represents the greatest single medium for adult education in existence, and it will remain so for many, many years to come," he added.

"I would say that responsible journalism is a recognition that only the breaking down of arbitrary barriers of censorship can ever make the world a possible subject for sustained international peace."

"Our press must work because it is only in this way that our system of journalism will be emulated abroad. Unless and until the world has some semblance of the American type of objective news reporting, we will have small chance, indeed, to build and sustain a peace."

Awards

[Concluded from Page 16]

guide, ranger, outdoor instructor and wanderer into the wilds of several continents, his strip is in the interest of conservation and carries a strong appeal to lovers of the outdoors.

Confronted with an array of entries that represented some of the best cartooning in the country, the judges chose Dodd's "Mark Trail" for its additional qualities of instruction and public service. The strip, they found, has high educational value and "is performing an important service in the promotion of conservation of the forests and wildlife of the nation."

Dodd, now 46 and a Georgian, studied architecture at Georgia School of Technology and illustration at the New York Art Students League. But although he had done drawings for both high school and college papers, he did not turn to cartooning as a profession for some years. In the meantime, as teacher of woodcraft, camp conductor, dude ranch operator and traveler, he constantly made sketches. He still has thousands of them and uses them as a home research library.

For nine years he drew a nostalgic Sunday page, "Back Home Again," for *United Features* and contributed articles to newspapers and such magazines as *Boy's Life* and *Country Gentleman*. He developed "Mark Trail" in 1946. A year later he added its Sunday page and returned to Atlanta to live and work. He still travels widely and makes more and more friends in addition to the thousands

who know him only through fan mail on his favorite subject, nature.

New York offices of Bozell & Jacobs have been moved to larger quarters at 31 West 47th Street, it is announced by Donald D. Hoover (Indiana Professional '27) vice-president and eastern manager of the agency. A Washington branch has also been opened under Don Underwood (Indiana Professional '47), former bureau chief for the Indianapolis *News*. Other additions to the staff include Charles Robbins (DePauw '28) of the *New York Times* and former city editor of the *Wall Street Journal*, as news director.

Herbert P. McNeal (Florida '37), former editor of the *Ocala (Fla.) Banner* and city editor of *Ocala Star Banner*, has been industrial relations officer of the Naval Operating Base, Guantanamo Bay, Cuba, since his release to inactive duty as lieutenant commander, U. S. N. R.

Cecil Carnes (Ohio State '32), former war correspondent, radio producer and author, has taken charge of an augmented public relations campaign for the Wright Manufacturing Company, makers of molded rubber and plastic products which is moving from Wisconsin to a new \$2,000,000 plant in Houston, Tex. Author of "Last Man off Wake Island" and other books, Carnes covered the Pacific Theater for the *Saturday Evening Post*. He was a staff writer for the *New York World-Telegram* and produced "Memo to America" and "The Washington Story" for ABC.

ALL

Members of Sigma Delta Chi

Are Invited
to Attend

The 30th National Convention

Baker Hotel Dallas, Texas

Nov. 16-19, 1949

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THE BOOK BEAT

By DICK FITZPATRICK

"NO station, no matter what its situation, can afford not to put in a news operation. From every point of view—all the way from the dollar angle to the public service problem—a competent newsroom is the soundest kind of investment."

Thus, by quoting a radio news man, Mitchell V. Charnley stresses the importance of local news on the radio in "News by Radio" (The Macmillan Company, New York \$4.00). Charnley is a professor of journalism at the University of Minnesota and an associate editor of *THE QUILL*. He is the co-author of an excellent book "Magazine Writing and Editing."

Professor Charnley's book is the seventh post war publication dealing with radio news. This is advantageous for students who will benefit by a wide variety of literature on the field.

Professor Charnley says that he "suggests methods of achieving and expanding radio news effectiveness and of avoiding failures."

Throughout the book, Professor Charnley makes comparisons with the newspaper. But, he points out, the newspaper is primarily a medium of news, while radio is primarily a medium of entertainment.

Nevertheless, Professor Charnley declares: "News by radio rests on the conviction that the practice of radio news is a high calling; that news on the air presents vast opportunities to its workers and imposes on them vast responsibilities; that if it faces limitations not borne by other news media, it also enjoys wide ranges not open to them."

Professor Charnley begins with a brief history of radio news which is followed by an analysis of the composition of the radio audience and how it is studied. The Minnesota journalism professor next discusses the differences that exist between radio news and that found in newspapers.

He next discusses the organization and personnel of the radio news room. This is followed by a very sound and to the point explanation of radio news style. The actual putting together of the news program and the use of multivoice news programs are discussed.

The best chapter in the book is a 30-page discussion of local news coverage. The last four chapters of the book cover special events, news of specialized fields, commentaries and analyses, and libel.

Professor Charnley includes in his appendix a number of codes for self regulation by newscasters, the standards for education for radio journalism, new radio news style book of radio station WRC in Washington, and a check list for radio news room self analysis. The last named consists of 48 questions designed to check the adequacy of a radio station's news presentation and handling.

Professor Charnley's 403 page book is one of the best in the field. Its organization is superb. It reflects a great deal of research and personal know how. It would be valuable both for the student and the practitioner.

Professor Charnley's chapter on local news service and his check list could be studied by every radio station with profit.

ONE of the most extensive references to be published in recent years is Burton Stevenson's "The Home Book of Proverbs, Maxims, and Familiar Phrases" (The Macmillan Company, New York \$20.00).

This 2,957 page book is an example of superb book production. It is a beautiful job of printing and binding. The book comes in a heavy dust protector box.

Stevenson, an ex reporter and city editor, is now librarian at Chillicothe, Ohio. In his introductory note, the compiler says



Mitchell V. Charnley

he has attempted to find the source of English and American proverbs, maxims and familiar phrases.

Stevenson says, "a maxim is the sententious expression of some general truth or rule of conduct, that it is a proverb in the caterpillar stage, and that it becomes a proverb when it gets its wings by winning popular acceptance."

"Familiar phrases" have been included "because they contain a well known phrase or because they relate to the development of some proverbial expression."

Stevenson says Franklin's Almanac was the main source for American material. Franklin was a phrase polisher, not an originator. Franklin is surpassed only by Pope. Other Americans have been perverters of phrases rather than polishers. He lists O. Henry and Ogden Nash as prime offenders.

This book is a great source of enjoyment and information. It makes fascinating reading. It is arranged alphabetically, according to subject, and contains an extensive first line index. The book is essential for libraries and would be of value to any writer.

A REFERENCE book which persons in the communication field should have is "Laird's Promptory: A Dictionary of Synonyms and Antonyms and Specific Equivalents" (Henry Holt and Company, New York, \$4.95) by Professor

Charlton Laird of the University of Nevada.

Professor Laird says that he is not trying to compile the most complete book. He is trying to facilitate expression for those who use the book. Anyone who writes or speaks wants synonyms. This is the place to get them. Dr. Laird has not wasted space on words which you would never use or come across. These he leaves to the dictionaries.

This 957 page book contains 12,930 entries with all important and usable synonyms and antonyms. Each entry is set bold face in a type size larger than the words that follow. The lines below the entry are indented, making each entry stand out.

Testing the book in a few instances leads this reviewer to believe it is particularly excellent. It is strongly recommended for all newsmen's personal library.

In case you are wondering what a "promptory" is, Professor Laird answers that too. It means a storehouse or treasury. It comes from the medieval Latin "promptorium." The word was lost and supplanted by dictionary and thesaurus. In addition, Dr. Laird says the book will prompt people to search for words in this book constructed for prompt reference. Though a poor pun, he's probably absolutely correct.

THE actual operation of propaganda at the front is covered in Paul M. A. Linebarger's "Psychological Warfare" (Infantry Journal Press, Washington, \$3.75). Linebarger was both a field and a staff officer with the Army's Psychological Warfare Division.

In the 259 pages of "Psychological Warfare" aided by 70 illustrations and 10 charts, Professor Linebarger gives us a combined text book and how-to-do-it manual. His well organized book covers historical examples of psychological warfare, its function, definition and limitations, its operation in World Wars I and II.

These first chapters are followed by three which deal with analysis, intelligence and estimate of the situation and five chapters on planning and operations.

One of the many virtues of this outstanding book is the reproduction of samples of propaganda—most sufficiently large to permit reading of their text.

Psychological warfare is now an accredited phase of military operations. With development of new techniques and research, its importance will be increased. Professor Linebarger's is the first real book on psychological warfare to be prepared.

PROFESSIONAL SERVICE DIRECTORY

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God bless you, mister

...thousands of Cancer patients are grateful to you!

Cancer's annual toll of 200,000 lives is grim proof of the need for your continued generosity. The money you contribute to the American Cancer Society helps pay for the development of methods of treatment which are now saving about one-quarter of the people who are stricken with Cancer... people who might otherwise have died. Your money supports the work of more than a thousand specialists who are fighting to find the cause and cure of Cancer. And it finances a vast education program that trains professional groups, tells the public how to recognize Cancer and what to do about it.



Your life—the life of everyone you know—is at stake. Your investment can mean health and happiness to millions.

Thank you... and God Bless You, Mister.

just mail it to

CANCER

Just write "CANCER" on the envelope containing your contribution. It will be delivered to the American Cancer Society office in your state.

On the Record

SINCE writing last month about our new subscriber in Honduras, THE QUILL has heard from several other foreign readers. We'd like to mention two of them since they confirm what we said in our previous column; namely, that THE QUILL as a professional journal has become of increasing importance to men in the profession as a result of the professional policy established twenty-five years ago.

One letter from Francisco Tonogbanua in Manila takes us to task for not putting the magazine on his doorstep each month since last November. He requested that all missing copies be forwarded to him immediately. This we did since he admitted he needed THE QUILL and life just couldn't be the same without it. In the meantime, our circulation girls have been searching for the reason for non-delivery. Until a better hunch is offered, they feel that someone between Chicago and the Philippines also has need for the journal.

The other letter comes from a New York Times man in Paris. On the engraved stationery of his bureau he explains that in order to continue his subscription he has had to instruct a trust company in New York to remit the fee since he is forbidden to send checks out of France even if the checks are on a foreign bank. In answer to his regrets that he has to bother us with such a procedure, we publicly acknowledge we are willing to stand a great deal more bother than this before we'll give up trying to serve our friends, at home and abroad.

It has been the leaders of Sigma Delta Chi, the QUILL editors and interested parties, aided by the QUILL Endowment Fund income, that have made this professional journal so eagerly sought by men in the profession. It has also made it a reality, instead of just another dream as it was twenty-five years ago when Martin Haas took over the editorship.

The year 1925 also marked the establishment of the Endowment Fund, and it was Haas' job to provide the profession with a professional journal from the start and to keep faith with the principles for which the Fund was begun.

SEARCHING for a means of obtaining worthwhile articles (always a major problem since THE QUILL was unable to pay its contributors) he hit on the idea of using a set of articles on major newspapers, one of national importance, in each issue.

His first issue included three articles on the Chicago Daily News. This was the first of a series of articles on major newspapers. They were general enough to be of interest to all members of the profession but specific enough to furnish a "survey of individual publications." The entire series when assembled gave subscribers a careful analysis and picturization of every important newspaper in America. The editorials in THE QUILL which had previously been concerned with fraternity matters, now dealt with journalistic problems.

Haas followed the May QUILL with magazines featuring the Detroit News, The New York Herald Tribune, the Baltimore "Sunpapers" and the Christian Science Monitor.

The success of the "new" QUILL was im-

mediate. Haas found that articles were easier to obtain from busy men when they had examined the magazine and observed its merits. They now regarded their writings as contributions to their professional journal. Subscribers were highly appreciative of the improvement. One past president confessed, after the September issue came out, that it was the first issue he had read from cover to cover.

Chapter attention, in the spring of 1925, was again riveted on THE QUILL Endowment Plan. The Oregon chapter initiated a referendum intended to amend the constitution, but it failed. When the society convened at Boulder in 1925 the life subscription plan failed to appear on the floor for consideration.

It almost escaped mention completely but it was agreed that opportunity for full consideration would be given at the 1926 convention. On the second night of the convention C. W. Dutton of Montana, and H. P. Winsborough of Missouri approached Neff and Roy French, treasurer of the fraternity, with a proposal to bring an amendment of the plan before convention.

Neff and French discussed the substitute with Winsborough and Dutton, at length, and pointed out its fallacies. The officers, however, canvassed the delegates with concern to ascertain the number of eligible men lost to the fraternity by reason of cost of membership but found the number of such instances inconsequential—not to exceed half a dozen among all the chapters.

The prestige gained by the revamped QUILL and the excellent operation of the fund which had reached \$11,108 during its first year were largely responsible for the decreased opposition.

Successive conventions, all mindful of the purpose of the Endowment Fund, repeatedly passed acts to remind THE QUILL's editors that the publication should continue professional in tone and that fraternity and chapter news should be excluded.

In November of 1927 the Fund had grown to \$25,000. And while this accumulation had been taking place, THE QUILL, previously tottering financially, had been given steady revenues, was issued regularly, and ended each year with a balanced budget.

Yet no money from the Fund had been used for the magazine. Nor was any income from the Fund used up to this time. The answer to the question of when the income was to be first used was found in the Trust Agreement—when the net income of the fund reached an amount equal to that which THE QUILL would receive in any year through the \$5 direct apportionment from life subscriptions. (Out of the \$20 initiation fee, \$5 was used for current expenses while \$15 went into the Fund to pay the member's Life Subscription.)

BY 1929, the first year that earnings were used to finance THE QUILL's operations, the Endowment Fund was worth \$51,000. It was not earning, however, the 6 per cent interest anticipated when it began. In spite of the lower earnings, this supplementary support came in handy during the early thirties.

The depression of the early '30s dealt a

serious blow to THE QUILL Endowment Fund. As a result of the demands of undergraduate chapters, the 1933 national convention voted to lower the initiation fee for undergraduates for a two year period, ending October 31, 1935. This move, of course, eliminated the life subscription feature for undergraduates. The \$19 fee included only a five year subscription. The \$25 fee for professional members remained unchanged and included a life subscription.

The 1935 convention, two years hence, did nothing to restore the former fees, but instead entertained agitation to lower the fees still further. No action was taken; the resolution was tabled. The following convention, by one vote, approved a motion to make a study of the financial structure of the fraternity with the thought of lowering both undergraduate and professional fees.

A year later at the 1937 convention in Topeka the committee recommended that both undergraduate and professional fees be established at \$15. This terminated the life subscription feature for professionals as it had for undergraduates five years previously. Now only a four year subscription is included with the fee.

During the past eleven years the Endowment Fund has been increased only by the payments for voluntary life subscriptions. It has not been supplemented by new funds to any extent, and as a result has remained virtually static as to principal. Had it been possible to retain the original fee and plan during these years, the Fund now would be larger by some \$180,000.

Delegates to the convention in Milwaukee last year voted down an amendment that proposed to allow initiates to apply the amount of their initiation fee as a down payment on a life membership proposition which included dues paid for life and a life subscription to THE QUILL. A total of \$60 would have then paid the member's initiation fee, dues for life and a life subscription.

Instead, delegates voted to combine the Life Subscription and Key Club (dues paid for life) and made them unavailable to members as separate units, unless the member already was signed up for one or the other. The effective date for this action is August 1, 1949.

In the meantime, up until that date, members may still take advantage of the prevailing lower fees: Key Club membership (dues paid for life) \$25, and or Life Subscription to THE QUILL \$20. Both for \$45. As of August 1, 1949 they will be available only as a combination at \$60. However, if a member is already a life subscriber, then he may take out a Key Club membership, but the fee is increased to \$30. Or if the member is already a Key Club member he may become a Life Subscriber at the new rate of \$30.

On the eve of the silver anniversary of THE QUILL Endowment Fund, many, many subscribers can be thankful for the far sighted visions of Ward Neff, now president of the Corn Belt Dailies, who originated the idea, gave twenty years of service as a trustee, and who has been a constant supporter of THE QUILL. Sincere adherents of the professional concept of journalism can also give thanks to the unselfish service of members over the years who have improved THE QUILL as a professional journal for those who write, edit or disseminate news or views, in Honduras and elsewhere.

VICTOR E. BLUEDORN

THE QUILL for June, 1949

Birthdays come but once a year—but month after month, Standard Oil institutional advertisements (this is one of the 1949 series) appear in newspapers and farm papers throughout the Midwest.

MEET YOUR GRANDMOTHER was one of the ladies we met back in the oil lamp days when we were starting in business. In the 'Nineties, kerosene was our principal product. Gasoline was pretty much a useless by-product that we had a hard time getting rid of.



HERE'S DAN WITMER and his wife. We first met Dan when he went to work for us in 1923. Last year he retired, and now receives a monthly check for life under Standard's employee retirement plan. We began retirement payments in 1903, were one of the first to do so.



THE STANDARD OIL wagon was a familiar sight around the turn of the century. It was especially welcomed by our customers after we licked the 'skunk oil' problem with a new refining method that took the sulfur smell out of certain types of kerosene.



WE MET MARIANNE LEWIS only five months ago, when her father received a check that covered a good part of the expense of her birth. Mr. Lewis works for us, you see, and participates in one of the finest, broadest employee benefit programs in any industry.



WHEN THIS CAR was brand new, in 1912, gasoline was becoming important—but the Hutton process, with which Standard pioneered high quality, low cost gasoline in the quantities demanded by the automobile age, was not yet in operation.



HERE'S THE MAN who grows food for your table, driving the tractor that makes it possible for him to feed you better than any nation has ever been fed before. 3,115,000 tractors are now working on American farms—and every one of them needs fuel and lubricants.

SOME PEOPLE WE'VE KNOWN IN OUR FIRST 60 YEARS

IT'S THE SAME with us as it is with you: the people we know and work with are the people who make us what we are. As Standard Oil celebrates its sixtieth birthday this week, we are thinking with affection and gratitude of the people we've known.

Among them are all the employees of this company and its subsidiary companies—drillers, transportation workers,

refiners and marketers. They now number 48,000 men and women—an integrated team, working together efficiently to bring you quality petroleum products at economical prices.

We're thinking, too, of the 97,000 present owners of Standard Oil, and the many thousands of independent service station operators who now handle our products.

And we're thinking of our millions of customers. Their demand—your demand—for petroleum products has grown with the years and kept us growing in order to meet it.

To all these people—to you—we say, "Thanks for the memories of our first sixty years."

STANDARD OIL COMPANY (INDIANA)



THIS DIESEL LOCOMOTIVE is one of many that have vastly improved the service offered you by America's railroads—and helped cause a 198% jump in Diesel Oil consumption since 1941. In the same period, home heating fuel oil consumption has risen 76%.



WE HELPED MEET THE SERVICES' needs in two wars, now supply petroleum products for defense. In war, military and essential civilian demand must be met, so the more than \$630,000,000 we have spent since 1945 for new facilities is also an investment in national security.



WHEN YOU DRIVE in to one of the many thousands of stations at which independent business men sell our products, you're a welcome friend. We hope you will drive in often, and if we succeed in satisfying you we will celebrate many happy birthdays in the years to come.

Curtain going up!

Every day in the newspapers of the world, the ever-changing drama of our life and times is being recorded as faithfully and accurately as possible.

And, every week *Editor & Publisher* takes you backstage to reveal the behind-the-scenes action that puts these stories in print. E & P reports the newspaperman's side of the news—colorfully and accurately.

Just as dramatic and exciting as the story of the rescue operations of Kathy Fiscus is the story of the way it was relayed to an anxiously waiting public. *Editor & Publisher* has been reporting this phase of the newspaper field for 65 years. That is why newspapermen and advertisers call it *their* newspaper.

Why not make it *your* paper and keep up to date on all the exciting events that happen every day in the newspaper world?

Editor & Publisher costs only \$5 for 52 newsy issues.



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